PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HH AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																								
A DIFFERENT WORLD(R)	A	17.6	35	1559	1675	304	263	116	723	335	507	407	270	183	469	227	352	287	187	92	208	128	276	176
THU 8.30P 30 NBC 4	B	16.9	33	1495	1643	302	256	108	735	333	504	418	285	191	432	214	312	251	165	94	204	127	272	179
209 99 CS 39	C	23.0	38	2036	1765	339	284	100	808	326	522	450	330	239	457	201	307	266	191	119	205	116	296	192
ABC MONDAY NIGHT BASEBALL	A	8.4	15	744	1440	185	138	58^	539	136	246	239	227	256	773	206	359	361	326	359	45^	20v	83^	45^
MON 8.00P 186 ABC 3	B	7.6	15	673	1466	199	144	47^	556	140	230	232	219	283	787	224	381	368	334	347	44^	17^	79	45^
206 97 SE 7	C	7.9	15	699	1500	192	144	44^	548	137	240	239	231	267	806	241	414	388	348	339	58	18^	88	52
N.Y. METS VS PHILADELPHIA																								
LOS ANGELES VS SAN FRANCISCO																								
8.00 - 8.30	A	7.7	16	682	1389	164	113	32^	583	101	209	212	253	335	679	152	252	278	270	371	45^	26^	82^	53^
8.30 - 9.00	A	8.6	17	762	1459	188	142	47^	562	119	234	234	236	291	766	208	336	340	307	363	37^	23^	94	50^
9.00 - 9.30	A	8.4	15	744	1425	187	145	59^	536	142	248	240	211	249	768	207	366	363	328	346	49^	17v	73^	34^
9.30 - 10.00	A	8.3	14	735	1427	185	141	69^	527	148	256	247	210	231	786	205	379	390	343	355	49^	16v	65^	31^
10.00 - 10.30	A	8.8	15	780	1486	198	154	69^	527	159	274	255	220	218	834	237	420	410	363	363	42^	18v	83	43^
10.30 - 11.00	A	8.6	15	762	1477	189	132	68^	517	146	254	243	228	230	819	227	402	389	350	369	45^	21v	96	54^
11.00 - 11.30	A	7.2	14	638	1538	224	162	57^	604	152	284	272	285	273	763	240	403	390	324	308	62^	22v	109	69^
ABC SUNDAY NIGHT MOVIE(R)	A	10.7	20	948	1523	315	254	74	770	255	454	424	372	262	550	155	325	309	280	190	72	40^	131	82
SUN 9.00P 120 ABC 4	B	10.9	20	969	1636	307	251	69	740	258	464	428	360	226	631	240	417	383	298	170	112	52	153	99
211 99 FF 22	C	13.4	22	1190	1717	320	260	82	747	268	477	442	363	215	685	262	464	441	342	166	132	56	153	98
OBSESSED WITH A MARRIED WOMAN																								
9.00 - 9.30	A	10.1	19	895	1578	296	242	69^	762	237	445	413	378	267	585	169	342	327	291	205	73	43^	157	99
9.30 - 10.00	A	10.1	18	895	1520	319	257	73	777	243	450	429	387	270	545	139	312	303	284	196	64^	43^	134	77
10.00 - 10.30	A	10.9	20	966	1472	320	258	76	752	253	449	420	365	252	529	143	314	297	276	183	75	38^	116	74
10.30 - 11.00	A	11.9	22	1054	1499	316	252	76	773	277	462	424	355	257	533	164	324	305	265	175	76	37^	118	75
ABC THURSDAY NIGHT MOVIE(R)	A	6.4	12	567	1453	284	198	44^	810	166	318	332	378	424	527	118	237	254	253	251	52^	26v	65^	40^
THU 8.00P 120 ABC 3	B	8.0	15	709	1499	287	197	55	833	167	336	355	422	421	519	139	247	245	249	230	56	29^	92	61
200 98 FF 7	C	8.9	16	787	1538	289	211	67	815	204	387	385	401	361	516	168	289	278	241	191	88	46	119	82
KING OF THE GYPSIES																								
8.00 - 8.30	A	6.3	13	558	1439	286	205	53^	815	173	318	320	369	434	513	113^	220	222	239	267	40^	21v	71^	41^
8.30 - 9.00	A	6.1	12	540	1427	265	171	43^	832	152	293	318	381	471	509	100^	213	227	237	263	48^	23v	39^	22v
9.00 - 9.30	A	6.7	13	594	1460	285	202	43^	789	173	320	336	375	397	538	136	262	276	257	237	57^	26v	76^	48^
9.30 - 10.00	A	6.6	12	585	1462	295	211	36^	794	163	333	348	382	393	536	118	248	282	272	236	61^	33^	70^	47^
ALF(R)	A	13.8	27	1223	1762	332	281	82	738	340	512	404	289	196	439	227	348	305	171	69	195	129	390	249
MON 8.00P 30 NBC 5	B	12.6	25	1113	1729	297	251	98	699	330	490	394	265	176	500	259	395	324	202	76	173	105	357	224
206 99 CS 41	C	17.2	28	1526	1879	307	260	99	721	312	500	434	298	180	511	247	394	336	219	91	222	108	425	275
AMEN(R)	A	14.5	30	1285	1586	296	222	88	834	249	442	414	379	334	413	119	218	217	203	159	116	77	222	171
SAT 9.30P 30 NBC 5	B	14.0	30	1239	1589	282	212	78	834	249	432	385	352	353	426	124	224	206	196	172	127	75	202	147
203 98 CS 39	C	16.7	31	1478	1699	312	231	70	861	243	429	403	377	374	469	147	247	229	210	189	151	93	218	153

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
AMERICA'S MOST WANTED					A	6.7	14	594	1825	349	338	98^	719	364	571	422	299	130	712	373	560	454	276	116	166	92^	228	161
SUN	8.00P	30	FOX	5	B	6.5	14	572	1711	323	286	110	687	327	507	400	277	151	692	350	546	450	292	108	139	73	192	121
	130	87	OP	17	C	6.3	12	561	1750	349	304	110	712	330	526	427	303	150	672	327	531	452	300	102	174	87	192	110
BEST OF TV BLOOPERS-JOKES(R)					A	7.7	17	682	1534	242	194	78^	757	208	409	397	363	286	490	137	263	281	266	172	130	58^	158	103
FRI	8.00P	60	NBC	4	B	7.8	17	687	1564	241	185	73	717	206	382	363	351	279	555	198	326	300	265	180	136	66	156	107
	197	96	CV	10	C	8.2	18	728	1574	235	184	65	727	216	385	361	339	288	538	190	317	283	244	183	135	73	173	119
8.00 - 8.30					A	7.5	17	665	1561	241	199	82^	785	220	428	411	361	298	477	142	256	270	246	167	136	64^	163	110
8.30 - 9.00					A	7.9	18	700	1509	242	189	73^	731	197	391	384	364	274	502	132	270	291	286	177	124	52^	152	96
BILL COSBY SHOW(R)					A	17.6	36	1559	1674	304	262	90	753	310	479	390	274	242	482	227	341	276	178	115	187	112	252	153
THU	8.00P	30	NBC	5	B	16.5	34	1460	1637	300	256	94	753	306	481	408	296	237	456	210	307	253	178	119	178	108	249	161
	213	99	CS	45	C	24.8	42	2194	1767	327	268	89	825	298	491	433	343	286	481	187	298	266	208	150	177	99	284	183
BLACKE'S MAGIC(R)					A	6.9	14	611	1653	234	168	76^	720	154	376	395	405	286	597	148	314	331	324	227	152	47^	185	114
FRI	9.00P	60	NBC	1	B	6.9	14	611	1653	234	168	76^	720	154	376	395	405	286	597	148	314	331	324	227	152	47^	185	114
	194	96	SM	1	C	6.9	14	611	1653	234	168	76^	720	154	376	395	405	286	597	148	314	331	324	227	152	47^	185	114
9.00 - 9.30					A	6.6	14	585	1606	233	164	81^	715	150	366	388	401	287	574	141	290	313	304	223	142	46^	175	101^
9.30 - 10.00					A	7.2	15	638	1696	236	171	71^	724	158	386	402	410	284	618	155	337	348	341	231	161	47^	194	127
BLUE SKIES					A	9.8	19	868	1483	289	215	62^	870	241	431	418	392	368	394	94	181	177	175	192	80	57^	139	79
MON	8.00P	60	CBS	5	B	9.1	18	803	1508	301	222	72	864	222	415	403	395	390	433	118	210	193	199	191	80	54	131	84
	208	98	GD	7	C	9.3	18	823	1518	299	224	70	874	225	418	406	396	393	435	110	203	192	204	201	80	53	129	77
8.00 - 8.30					A	9.4	18	833	1475	283	214	56^	887	241	427	416	390	390	411	87	177	182	189	210	64^	44^	113	64^
8.30 - 9.00					A	10.3	19	913	1476	292	214	66^	846	240	431	415	390	345	375	99	182	172	161	173	94	68^	161	93
CAGNEY & LACEY(R)					A	7.5	15	665	1433	234	138	70^	753	185	331	350	352	344	474	134	255	237	214	189	96	44^	110	73^
THU	10.00P	60	CBS	4	B	7.5	14	665	1470	278	201	68	802	222	402	390	370	333	479	145	253	249	212	186	79	39^	110	69
	201	94	OP	4	C	7.5	14	665	1470	278	201	68	802	222	402	390	370	333	479	145	253	249	212	186	79	39^	110	69
10.00 - 10.30					A	7.3	14	647	1448	240	138	78^	752	182	341	369	368	325	477	136	264	241	215	184	104	48^	115	72^
10.30 - 11.00					A	7.7	15	682	1419	229	137	62^	754	187	321	332	336	361	471	131	246	234	214	194	88^	40^	106	75^
CBS FRIDAY MOVIE(R)					A	6.7	14	594	1456	324	206	62^	838	222	418	456	437	317	413	109	196	212	210	164	68^	30^	137	110
FRI	9.00P	120	CBS	5	B	8.2	17	727	1512	282	189	64	808	185	360	377	405	379	534	133	256	267	272	233	54	25^	115	75
	203	97	FF	8	C	8.9	18	789	1566	276	198	67	791	207	384	388	387	341	527	153	273	271	258	211	89	44	160	108
MILES TO GO																												
9.00 - 9.30					A	6.0	13	532	1467	307	209	59^	824	201	411	438	419	324	461	96^	205	248	247	193	47^	23v	135	99^
9.30 - 10.00					A	6.8	14	602	1460	331	206	70^	832	217	412	448	443	318	411	120	196	200	201	172	68^	25v	149	115
10.00 - 10.30					A	6.8	14	602	1449	326	203	58^	823	222	409	451	429	304	399	113	207	205	204	150	79^	34^	147	121
10.30 - 11.00					A	7.3	15	647	1431	324	205	59^	858	239	432	476	446	316	381	106	177	198	192	143	75^	35^	118	103
CBS SUMMER PLAYHOUSE					A	6.5	12	576	1373	247	167	53^	772	167	342	330	362	385	447	123	242	255	225	168	63^	24v	91^	53^
TUE	8.00P	60	CBS	5	B	6.2	12	546	1453	271	202	68	783	225	381	354	339	350	442	141	245	242	211	161	78	44^	150	91
	196	92	FV	6	C	6.4	12	567	1463	270	198	65	777	215	368	348	342	355	456	142	251	247	218	167	78	44^	153	90
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.25-31,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	HOUSEHOLD AUDIENCES SH %	HOUSEHOLD AUDIENCES AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
CBS SUMMER PLAYHOUSE-CONT'D																												
SILENT WHISPER																												
	8.00 - 8.30				A	6.4	13	567	1368	256	173	59^	786	174	345	333	367	396	434	124	231	248	219	163	62^	22v	87^	51^
	8.30 - 9.00				A	6.6	12	585	1377	238	161	47^	758	160	338	328	358	375	459	122	253	262	231	173	65^	25v	95^	56^
CBS SUNDAY MOVIE(R)					A	12.5	23	1108	1556	312	207	63	872	192	390	430	443	393	534	147	269	272	252	223	58	32^	92	63
SUN	9.00P	120	CBS	5	B	12.0	23	1061	1558	306	203	51	847	180	369	382	429	401	564	120	243	259	286	270	62	35	84	55
	211	99	FF	42	C	16.3	26	1441	1637	332	235	59	861	214	427	430	434	362	611	153	306	313	319	253	78	38	87	53
VITAL SIGNS																												
	9.00 - 9.30				A	11.9	22	1054	1541	317	205	55^	852	175	363	402	432	402	540	144	266	272	253	230	55^	36^	94	61
	9.30 - 10.00				A	12.1	22	1072	1538	312	202	62	858	179	367	408	442	402	541	146	266	276	258	230	50^	29^	90	63
	10.00 - 10.30				A	12.8	23	1134	1583	314	211	68	889	201	409	451	456	387	535	150	272	271	251	224	63	30^	96	66
	10.30 - 11.00				A	13.1	24	1161	1572	307	210	66	894	211	419	460	445	385	523	149	272	272	249	210	65	34^	89	63
CBS TUESDAY MOVIE(R)					A	9.6	17	851	1479	262	181	51^	752	180	355	349	360	351	578	171	309	301	281	231	53^	23^	95	59^
TUE	9.00P	120	CBS	4	B	10.8	19	959	1481	302	224	63	805	218	424	404	407	325	478	146	264	261	239	176	80	46	117	73
	209	99	FF	12	C	11.6	20	1028	1531	313	228	76	826	234	444	433	413	315	491	149	271	269	244	179	84	44	130	73
LASSITER																												
	9.00 - 9.30				A	9.7	18	859	1478	283	196	70^	790	190	368	367	372	370	535	152	288	269	252	219	54^	27^	98	58^
	9.30 - 10.00				A	9.8	18	868	1490	275	179	52^	762	183	353	364	370	346	583	178	314	304	283	231	57^	29^	88	55^
	10.00 - 10.30				A	9.5	17	842	1473	252	176	41^	740	181	358	342	359	341	584	174	315	308	294	227	50^	19v	100	64^
	10.30 - 11.00				A	9.3	17	824	1491	241	175	41^	721	167	343	327	341	349	619	184	324	326	300	251	54^	15v	97	60^
CHEERS(R)					A	17.0	32	1506	1579	310	269	118	718	337	508	409	265	174	487	238	368	321	194	93	166	101	209	134
THU	9.00P	30	NBC	4	B	16.7	31	1482	1608	319	274	112	718	332	506	423	281	177	508	243	379	323	209	102	173	94	208	133
	210	99	CS	43	C	22.2	36	1968	1679	346	291	108	785	334	525	461	322	215	530	234	372	331	230	125	165	88	200	123
DIRTY DOZEN(R)					A	1.8	4	159	1621	238^	171^	41v	656	162^	350^	338^	352^	278^	654	192^	396^	344^	347^	238^	120^	33v	192^	110^
SAT	9.00P	60	FOX	5	B	1.6	3	140	1528	236^	164^	53v	598	180^	314	295	304	245	645	207^	378	358	337	212^	115^	43v	170^	109^
	115	81	A	13	C	2.1	4	184	1541	208	162	59^	547	168	321	316	277	184	701	237	432	401	363	218	134^	53^	160	108^
	9.00 - 9.30				A	1.7	4	151	1648	221^	160^	29v	625	162^	338^	330^	347^	240^	661	196^	415^	354^	359^	220^	136^	46v	226^	122^
	9.30 - 10.00				A	1.9	4	168	1598	253^	181^	52v	684	163^	361^	344^	357^	311^	648	188^	379	335^	336^	254^	105^	22v	161^	99^
DISNEY SUNDAY MOVIE(R)					A	6.2	14	549	1722	206	148	94^	607	216	347	367	288	200	583	205	385	387	307	158	113^	55^	419	269
SUN	7.00P	60	ABC	5	B	5.5	13	491	1671	228	174	81	621	221	352	331	279	225	584	218	375	354	282	171	112	48^	355	220
	215	99	FF	39	C	9.3	16	825	1964	269	225	100	702	277	474	427	322	190	587	240	426	398	290	122	193	96	481	306
SUNDAY DRIVE, PT.1																												
	7.00 - 7.30				A	5.8	13	514	1705	216	148	95^	604	216	328	358	277	212	588	216	395	394	302	152	111^	59^	402	251
	7.30 - 8.00				A	6.5	14	576	1764	201	150	95^	619	219	369	381	301	192	589	198	382	387	315	165	117	53^	440	289
DUET(R)					A	4.0	7	354	1645	327	292	140^	704	374	540	423	251	127^	567	322	466	346	201	74^	153^	74^	221	162^
SUN	10.00P	30	FOX	4	B	3.4	6	297	1566	294	258	117	656	325	493	389	266	127	550	284	430	335	213	88^	170	103	190	119
	124	84	CS	4	C	3.4	6	297	1566	294	258	117	656	325	493	389	266	127	550	284	430	335	213	88^	170	103	190	119

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FOR EXPLANATION OF SYMBOLS, SEE PAGE II

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
EQUALIZER(R)																												
WED	9.00P	60	CBS	4	A	9.7	18	859	1548	286	209	51^	817	178	390	390	394	358	561	149	269	263	257	235	73^	52^	97	57^
	205	99	PD	5	B	9.6	18	846	1573	283	213	66	801	201	403	386	376	340	568	173	295	278	241	225	87	47	117	74
					C	9.9	18	879	1560	289	218	65	793	198	405	392	382	331	572	167	294	287	254	228	82	44	112	69
	9.00 - 9.30				A	9.3	18	824	1547	274	202	52^	805	185	386	377	371	357	556	141	262	252	252	244	75^	55^	110	65^
	9.30 - 10.00				A	10.1	19	895	1549	297	215	50^	828	173	394	402	415	358	565	157	276	272	262	226	72	49^	85	50^
FACTS OF LIFE(R)																												
SAT	8.00P	30	NBC	5	A	8.3	20	735	1568	266	205	89	764	235	401	389	315	306	391	139	228	205	177	135	152	100	261	187
	206	96	CS	41	B	9.5	23	840	1557	285	225	78	805	267	436	364	308	330	392	134	226	194	169	141	153	100	208	145
					C	13.0	25	1154	1681	298	234	76	822	263	435	376	317	344	436	153	250	225	187	155	171	111	253	170
FAMILY TIES(R)																												
SUN	7.00P	30	NBC	5	A	6.4	14	567	1560	367	317	68^	734	285	472	383	314	222	518	279	369	321	190	103^	131	72^	177	116
	207	99	CS	45	B	8.5	18	751	1623	318	270	73	714	310	487	376	286	189	493	248	369	299	198	96	181	109	234	161
					C	15.6	25	1378	1844	361	311	97	779	356	547	457	311	190	563	275	419	356	234	107	209	119	292	196
48 HOURS																												
THU	8.00P	60	CBS	4	A	8.5	17	753	1512	232	162	53^	773	185	363	367	388	335	546	147	287	310	289	199	53^	27^	141	87
	209	99	DN	17	B	7.7	15	682	1553	263	188	58	776	188	373	372	373	339	577	157	302	314	289	220	73	37^	127	76
TIME & PUNISHMENT					C	8.8	16	780	1535	261	183	59	763	171	343	358	370	355	600	150	301	311	303	248	68	27^	104	58
	8.00 - 8.30				A	8.0	16	709	1517	225	154	57^	788	185	358	358	388	356	535	144	275	289	271	205	53^	28^	141	91
	8.30 - 9.00				A	8.9	18	789	1525	241	171	49^	768	186	372	379	392	319	561	150	300	332	308	195	53^	26^	143	84
FRANK'S PLACE(R)																												
SAT	8.30P	30	CBS	3	A	4.5	10	399	1520	265	184	19v	782	211	358	342	326	367	590	179	316	321	279	211	59^	33v	88^	65^
	204	95	CS	3	B	4.9	11	437	1455	277	213	56^	772	215	388	363	342	341	543	151	295	300	266	209	55^	28^	84	56^
					C	4.9	11	437	1455	277	213	56^	772	215	388	363	342	341	543	151	295	300	266	209	55^	28^	84	56^
FULL HOUSE(R)																												
FRI	8.30P	30	ABC	5	A	9.8	22	868	1563	269	205	102	745	276	437	372	298	264	385	163	238	201	146	122	142	95	291	199
	201	96	CS	22	B	9.6	21	851	1611	263	205	85	752	257	426	360	302	284	403	160	252	216	164	122	160	96	296	204
					C	10.5	20	930	1655	273	215	94	762	266	433	390	304	286	409	164	257	235	173	122	163	102	321	211
FULL HOUSE-TUE.(R)																												
TUE	8.30P	30	ABC	2	A	13.4	25	1187	1673	372	317	134	772	410	556	422	249	175	366	180	271	224	149	82	209	131	326	209
	214	98	CS	2	B	12.0	22	1063	1650	349	298	119	758	375	536	412	267	181	394	193	289	239	156	84	208	133	290	192
					C	12.0	22	1063	1650	349	298	119	758	375	536	412	267	181	394	193	289	239	156	84	208	133	290	192
FUNNY PEOPLE																												
WED	9.00P	60	NBC	1	A	10.6	20	939	1587	282	243	88	715	248	449	406	313	234	543	204	373	377	276	116	152	60^	177	125
	199	98	CV	1	B	10.6	20	939	1587	282	243	88	715	248	449	406	313	234	543	204	373	377	276	116	152	60^	177	125
					C	10.6	20	939	1587	282	243	88	715	248	449	406	313	234	543	204	373	377	276	116	152	60^	177	125
	9.00 - 9.30				A	10.4	20	921	1589	285	249	80	729	241	449	399	321	251	535	198	362	383	276	114	150	60^	175	122
	9.30 - 10.00				A	10.8	20	957	1584	279	237	95	701	254	449	413	306	217	551	211	384	370	275	118	154	60^	178	128
GARRY SHANDLING SHOW(R)																												
SUN	9.00P	30	FOX	5	A	5.4	10	478	1789	315	291	102^	686	349	523	389	260	131^	627	346	536	401	253	72^	166	77^	310	244
	126	87	CS	22	B	4.3	8	379	1686	287	256	110	664	331	475	359	244	160	589	338	491	349	213	83^	164	72^	270	192
					C	4.3	7	382	1673	281	250	94	634	330	470	363	225	139	594	339	490	362	220	80	194	95	252	178
GOLDEN GIRLS(R)																												
SAT	9.00P	30	NBC	5	A	17.1	37	1515	1588	311	234	75	850	242	419	401	371	375	423	126	214	215	188	176	103	65	212	156
	207	98	CS	45	B	16.1	35	1428	1572	291	217	69	845	239	412	372	350	383	415	116	202	191	184	184	117	72	194	142
					C	20.3	37	1800	1689	309	226	69	880	239	415	390	372	408	464	137	236	224	206	197	134	84	210	146

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
GROWING PAINS(R)																												
WED	8.00P	30	ABC	5	A	12.5	25	1108	1581	310	256	112	736	338	491	410	278	198	392	193	275	243	148	91	153	76	301	189
	209	98	CS	21	B	12.2	24	1084	1603	294	251	97	724	350	499	397	257	183	423	227	301	241	147	88	178	111	278	190
					C	14.7	27	1305	1655	302	256	100	717	335	495	406	269	184	436	221	317	265	167	90	213	122	289	190
HEAD OF THE CLASS(R)																												
WED	8.30P	30	ABC	4	A	11.3	22	1001	1523	329	281	107	704	365	503	395	247	164	384	216	299	244	132	71	153	80	282	177
	208	99	CS	39	B	11.6	22	1026	1610	323	277	97	711	353	507	410	261	164	426	234	318	260	148	80	188	116	285	199
					C	15.5	26	1371	1697	320	272	105	724	340	502	426	276	181	466	233	347	298	186	90	215	118	292	193
HOGAN FAMILY(R)																												
MON	8.30P	30	NBC	4	A	13.7	25	1214	1667	328	276	86	727	341	511	405	279	186	382	194	292	251	149	72	188	119	370	249
	202	99	CS	7	B	11.9	23	1057	1689	302	260	97	707	340	510	400	266	167	443	232	352	284	174	68	191	118	349	222
					C	12.5	24	1111	1687	302	261	99	704	334	505	397	267	168	437	233	342	273	164	72	195	114	351	232
HOOPERMAN(R)																												
WED	9.00P	30	ABC	4	A	8.7	17	771	1492	342	277	97	770	354	499	412	305	219	395	182	277	242	163	106	95	47^	232	132
	206	97	OP	36	B	10.2	19	899	1548	305	257	109	745	329	502	427	299	203	445	210	307	268	181	106	136	74	222	144
					C	13.9	23	1229	1635	315	258	101	750	302	483	439	327	218	520	218	354	319	237	131	158	83	206	133
HOTEL(R)																												
SAT	10.00P	60	ABC	4	A	4.7	10	416	1517	284	212	84^	804	222	398	375	354	376	475	137^	253	252	227	187	53^	38v	185	109^
	202	97	GD	5	B	5.4	12	478	1439	298	201	71	805	234	393	375	353	343	448	158	257	241	206	155	49^	32^	137	95
					C	5.4	12	477	1448	302	201	71	813	227	391	381	363	354	450	158	258	241	205	155	53^	36^	132	91
	10.00 - 10.30				A	4.5	10	399	1539	282	214	90^	813	212	399	382	368	384	471	129^	244	261	228	180	58^	40v	197	115^
	10.30 - 11.00				A	4.9	11	434	1496	287	210	78^	797	230	396	368	341	368	479	144^	262	244	226	194	48^	36v	173	104^
HOTHOUSE																												
THU	10.00P	60	ABC	4	A	5.8	11	514	1451	311	217	67^	823	221	414	389	396	336	458	132	249	244	208	180	75^	42^	94^	63^
	207	98	GD	4	B	6.4	12	563	1493	292	204	64	828	207	394	415	435	348	485	146	255	251	229	197	75	39^	106	71
					C	6.4	12	563	1493	292	204	64	828	207	394	415	435	348	485	146	255	251	229	197	75	39^	106	71
	10.00 - 10.30				A	5.5	10	487	1426	295	201	63^	794	198	377	358	388	345	464	137	245	238	207	187	77^	41^	92^	61^
	10.30 - 11.00				A	6.1	12	540	1473	325	231	69^	849	241	447	417	403	328	454	127	252	249	209	173	73^	43^	96^	65^
HUNTER(R)																												
SAT	10.00P	60	NBC	5	A	15.6	34	1382	1638	307	228	71	789	213	390	376	373	334	537	136	266	265	269	233	141	78	171	124
	207	99	OP	21	B	14.7	31	1306	1624	285	215	72	783	217	401	378	368	330	558	151	289	284	279	224	125	62	158	110
					C	14.5	29	1286	1652	293	220	69	799	222	422	395	383	324	545	154	287	278	277	217	140	79	167	116
	10.00 - 10.30				A	15.3	33	1356	1632	310	230	74	801	221	395	378	373	342	525	136	264	262	262	223	136	78	168	121
	10.30 - 11.00				A	15.9	34	1409	1645	304	226	68	777	206	386	374	373	326	548	136	267	267	276	242	146	77	174	127
I MARRIED DORA(R)																												
FRI	9.30P	30	ABC	5	A	9.6	20	851	1594	280	231	93	778	281	449	365	296	294	405	169	270	238	170	112	152	95	259	181
	193	94	CS	10	B	9.6	20	851	1565	284	222	96	782	272	428	361	304	312	400	147	241	218	170	134	130	86	252	173
					C	9.1	18	810	1565	275	211	95	770	258	417	362	305	312	418	159	250	227	174	139	127	87	250	166
IN THE HEAT OF THE NIGHT(R)																												
TUE	9.00P	120	NBC	1	A	13.5	24	1196	1596	285	202	63	797	192	407	401	417	321	593	152	320	316	330	226	91	46^	114	67
	200	98	OP	7	B	13.5	24	1196	1596	285	202	63	797	192	407	401	417	321	593	152	320	316	330	226	91	46^	114	67
					C	15.8	26	1398	1628	273	191	58	820	171	383	400	440	362	629	140	304	307	348	275	84	37	96	58
	9.00 - 9.30				A	12.1	22	1072	1569	295	207	58^	816	192	415	412	419	330	563	123	283	290	322	232	76	36^	115	70
	9.30 - 10.00				A	13.1	23	1161	1617	277	193	64	804	190	407	404	420	325	592	142	309	314	333	233	91	45^	130	73
	10.00 - 10.30				A	14.0	25	1240	1614	288	207	70	793	197	406	393	412	321	613	167	345	332	339	222	92	48^	116	65
	10.30 - 11.00				A	14.6	27	1294	1603	285	204	61	791	191	407	404	423	315	609	171	343	330	329	220	102	54	100	61

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25–31, 1988

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
JAKE AND THE FATMAN(R)				A	10.2	20	904	1542	264	173	60^	859	157	335	336	394	470	523	92	178	193	256	290	62^	24^	97	50^
WED 8.00P	60	CBS	5	B	9.5	19	842	1527	265	182	58	842	144	338	352	402	443	526	108	214	215	245	267	60	22^	100	61
204	99	OP	8	C	9.7	19	858	1521	268	189	56	833	149	345	358	403	426	525	107	216	224	252	265	63	27^	100	63
8.00 - 8.30				A	9.7	19	859	1539	272	179	64^	862	159	335	337	396	472	512	87	171	188	253	284	65^	25^	101	51^
8.30 - 9.00				A	10.6	20	939	1559	260	170	57^	865	157	339	337	395	472	538	96	187	199	261	298	60^	24^	96	49^
KATE & ALLIE(R)				A	5.8	14	514	1498	304	207	39^	815	212	355	332	335	397	539	158	250	263	224	232	45^	19v	99^	65^
SAT 8.00P	30	CBS	3	B	6.1	14	538	1457	291	210	57^	807	223	380	343	334	374	491	143	234	233	209	218	52^	27^	107	66
204	95	CS	3	C	6.1	14	538	1457	291	210	57^	807	223	380	343	334	374	491	143	234	233	209	218	52^	27^	107	66
L.A. LAW(R)				A	15.3	30	1356	1537	326	266	94	774	303	484	432	332	239	530	240	361	308	216	138	125	74	109	60
THU 10.00P	60	NBC	4	B	15.2	29	1347	1524	337	273	85	757	293	485	432	339	225	528	229	361	314	226	141	117	59	122	76
212	99	GD	37	C	17.4	30	1545	1555	335	271	100	779	295	505	469	360	225	580	230	387	358	269	157	102	56	94	52
10.00 - 10.30				A	15.2	29	1347	1533	316	263	98	766	313	493	426	321	227	522	247	365	306	208	128	131	79	115	63
10.30 - 11.00				A	15.5	31	1373	1532	333	267	90	776	292	472	435	341	248	535	232	356	308	222	146	118	69	102	57
MACGYVER(R)				A	7.8	15	691	1712	238	205	58^	649	259	433	366	287	181	636	234	433	403	322	166	97	54^	330	251
SUN 8.00P	60	ABC	5	B	6.7	14	594	1747	251	211	59	659	238	416	368	297	208	633	216	416	394	329	174	131	57	324	223
214	99	A	9	C	7.1	14	630	1750	260	217	66	675	237	426	374	313	213	652	234	438	409	335	167	136	56	288	191

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
8.00 - 8.30				A	6.9	14	611	1709	234	204	54^	647	252	433	369	289	182	614	218	406	387	316	168	107	69^	341	260
8.30 - 9.00				A	8.7	16	771	1715	240	205	61^	650	265	433	364	285	180	654	247	454	415	327	164	90	42^	322	245
MARRIED...WITH CHILDREN(R)				A	6.4	12	567	1945	404	382	109^	790	441	637	503	297	113	698	401	584	441	261	82^	169	85^	288	208
SUN 8.30P	30	FOX	5	B	5.9	12	521	1787	344	308	110	710	389	553	420	256	129	683	389	566	437	261	80	155	73	239	151
128	88	CS	41	C	5.0	8	444	1862	330	294	107	691	372	537	420	254	123	685	396	575	452	259	78	211	96	275	179
MATLOCK(R)				A	11.4	22	1010	1564	259	180	39^	861	153	341	350	390	458	557	96	229	220	272	289	52^	28^	94	45^
TUE 8.00P	60	NBC	4	B	11.6	22	1028	1558	255	179	60	858	170	350	355	398	443	513	99	207	205	239	270	74	38	113	68
205	99	GD	40	C	16.0	26	1417	1616	257	170	49	883	134	322	352	436	491	576	97	220	230	286	313	67	34	90	53
8.00 - 8.30				A	10.9	21	966	1538	250	173	35^	850	149	326	332	374	466	550	90	220	207	263	292	51^	28^	86	44^
8.30 - 9.00				A	11.9	22	1054	1587	267	186	44^	871	157	356	366	403	450	563	101	237	231	280	285	54^	28^	100	47^
MIAMI VICE(R)				A	9.9	20	877	1573	246	188	63^	698	213	415	393	340	226	597	243	388	367	275	165	136	50^	142	93
FRI 10.00P	60	NBC	4	B	9.9	20	875	1622	273	221	71	689	236	443	398	329	201	611	246	424	382	296	147	143	57	179	123
203	99	OP	17	C	11.3	22	1002	1641	282	238	87	697	265	478	426	332	176	617	257	433	382	290	146	150	65	178	117
10.00 - 10.30				A	9.0	18	797	1582	235	179	60^	699	206	408	377	343	241	606	240	393	362	282	175	139	50^	137	86
10.30 - 11.00				A	10.7	22	948	1580	257	197	67^	703	220	426	410	340	217	594	247	388	374	271	159	135	51^	148	99
MISS TEEN USA(S)				A	15.1	26	1338	1651	283	218	86	783	302	461	378	288	276	409	178	257	214	143	131	177	115	282	202
MON 9.00P	120	CBS																									
212	99	AC																									
9.00 - 9.30				A	12.5	22	1108	1583	284	217	75	772	285	453	374	292	273	384	166	235	193	126	131	154	95	273	189
9.30 - 10.00				A	14.4	24	1276	1641	273	206	85	781	300	453	368	282	280	401	177	247	215	135	130	171	111	288	201
10.00 - 10.30				A	16.3	28	1444	1673	284	219	91	778	310	462	378	282	271	420	187	268	225	150	130	191	124	284	204
CONT'D																											

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JUL.25-31,1988

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EVENING CONT'D																												
MISS TEEN USA(S)-CONT'D																												
10.30 - 11.00					A	17.4	30	1542	1667	287	226	87	787	306	466	385	292	276	417	176	267	217	154	132	184	123	279	206
MR. BELVEDERE(R)					A	10.1	22	895	1566	262	213	111	725	283	424	338	273	268	364	146	237	203	149	117	165	104	312	227
FRI	9.00P	30	ABC	5	B	9.9	21	879	1602	270	212	99	761	274	426	349	295	298	400	151	243	213	169	131	150	89	291	204
	195	95	CS	20	C	10.5	20	927	1659	271	213	96	749	255	423	373	310	289	417	160	255	235	185	132	168	103	325	220
MOONLIGHTING(R)					A	8.7	16	771	1502	372	324	126	736	383	525	409	245	161	392	225	305	233	129	78^	176	101	198	124
TUE	9.00P	60	ABC	3	B	9.7	17	862	1587	320	278	126	714	383	536	416	240	139	442	259	349	267	144	73	182	115	249	150
	212	99	PD	33	C	15.7	25	1391	1648	364	323	126	764	406	589	488	277	141	476	270	388	322	175	65	201	115	206	132
9.00 - 9.30					A	9.1	17	806	1482	365	317	120	739	381	518	401	245	170	380	210	287	224	132	84	168	102	196	124
9.30 - 10.00					A	8.3	15	735	1524	380	332	133	734	385	532	418	246	151	405	241	324	244	126	71^	186	101	199	123
MURDER, SHE WROTE(R)					A	14.4	28	1276	1535	289	180	38^	845	129	300	332	418	471	579	110	227	240	262	309	49^	26^	62	35^
SUN	8.00P	60	CBS	5	B	13.9	28	1230	1529	278	172	36	871	124	295	323	428	503	556	88	187	209	261	321	46	25^	56	32
	211	99	SM	45	C	18.6	30	1644	1594	307	193	39	891	131	324	358	448	494	587	93	218	242	298	320	50	25	66	41
8.00 - 8.30					A	13.6	27	1205	1528	287	178	34^	839	129	299	323	415	473	584	107	223	239	261	317	43^	23^	61	35^
8.30 - 9.00					A	15.2	29	1347	1540	291	181	41^	849	130	301	339	419	468	574	113	230	242	263	302	53	29^	63	36^
MY TWO DADS(R)					A	6.8	14	602	1641	363	312	77^	741	304	508	405	312	205	459	253	342	281	168	85^	206	111	235	168
SUN	7.30P	30	NBC	4	B	8.2	17	727	1651	328	277	79	715	301	495	391	299	183	459	228	343	293	187	88	206	120	271	193
	203	99	CS	8	C	8.9	18	785	1649	316	269	85	722	319	495	392	284	189	472	243	354	289	177	94	206	123	249	183
NBC MONDAY NIGHT MOVIES(R)					A	18.8	32	1666	1566	315	256	66	808	251	486	459	424	259	511	175	321	315	268	152	126	70	121	77
MON	9.00P	120	NBC	4	B	15.1	28	1336	1609	314	252	83	801	278	495	440	391	249	513	195	338	311	251	142	149	88	147	91
	204	99	FF	38	C	16.1	26	1426	1632	322	257	83	830	272	495	454	400	276	513	179	319	300	254	156	143	78	147	92
THE DELIBERATE STRANGER, PT.2																												
9.00 - 9.30					A	17.0	29	1506	1571	311	251	73	801	254	476	439	403	267	487	164	304	303	249	149	135	81	148	94
9.30 - 10.00					A	18.1	30	1604	1563	315	257	67	811	249	485	452	426	264	506	174	319	310	263	152	128	72	118	75
10.00 - 10.30					A	19.7	33	1745	1568	314	252	63	812	253	488	466	431	255	518	176	327	321	277	151	122	65	116	73
10.30 - 11.00					A	20.4	35	1807	1561	318	264	64	806	248	492	477	431	250	528	183	332	323	281	156	120	64	107	70
NBC SUNDAY NIGHT MOVIE					A	10.4	19	921	1675	307	246	69^	709	242	442	414	334	224	740	272	507	483	394	189	101	35^	125	81
SUN	8.00P	180	NBC	5	B	12.9	24	1146	1703	305	242	77	715	265	467	422	346	199	663	255	474	438	340	149	143	64	180	127
	204	99	FF	40	C	16.0	26	1416	1720	328	265	85	783	291	498	448	361	233	631	255	431	391	295	158	158	81	147	97
THE KILLING FIELDS																												
8.00 - 8.30					A	9.5	19	842	1658	349	278	65^	746	255	465	436	350	225	647	265	445	397	302	166	117	50^	147	98
8.30 - 9.00					A	9.5	18	842	1639	316	249	74^	736	259	468	417	345	226	697	276	477	430	341	186	94	31^	113	75^
9.00 - 9.30					A	10.6	20	939	1695	293	236	70	693	239	434	409	329	218	767	287	522	485	402	205	98	36^	137	86
9.30 - 10.00					A	10.4	19	921	1688	299	243	62^	697	234	433	410	333	221	765	269	525	514	433	188	92	31^	134	85
10.00 - 10.30					A	11.3	20	1001	1669	295	239	68	692	236	427	406	317	225	764	261	522	519	433	191	98	28^	114	78
10.30 - 11.00					A	11.3	21	1001	1665	289	234	73	686	228	423	401	326	224	768	267	529	525	426	192	106	33^	105	68
NIGHT COURT(R)					A	17.2	31	1524	1584	309	262	128	719	331	509	424	278	168	497	239	373	320	201	98	168	103	199	129
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.25-31,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
NIGHT COURT(R)-CONT'D																												
THU	9.30P	30	NBC	4	B	17.0	31	1508	1605	323	276	114	725	331	512	433	289	176	524	248	393	338	220	103	166	86	189	126
	207	99	CS	12	C	18.3	32	1621	1590	323	274	111	733	325	509	444	299	185	522	242	378	332	219	113	159	86	176	113
OHARA(R)					A	6.0	13	532	1601	282	202	58^	772	184	332	337	350	381	620	135	292	324	333	266	53^	28v	157	98^
SAT	9.00P	60	ABC	4	B	6.4	14	569	1604	273	200	58	772	181	355	350	372	353	625	174	324	305	307	255	66	25^	141	92
	193	97	OP	24	C	7.5	14	664	1656	279	205	57	782	165	376	386	410	347	629	154	329	328	333	252	81	34^	163	110
9.00 - 9.30					A	5.7	12	505	1629	271	195	63^	786	200	343	345	338	382	620	135	294	330	334	260	49^	27v	174	108^
9.30 - 10.00					A	6.4	13	567	1552	287	204	52^	747	168	318	324	355	374	610	133	285	314	326	267	56^	29^	139	87^
PERFECT STRANGERS(R)					A	8.2	19	727	1531	258	186	77^	758	215	396	358	330	316	431	134	235	220	209	158	121	76^	220	160
FRI	8.00P	30	ABC	5	B	9.1	21	806	1595	274	207	74	773	242	409	359	321	317	438	156	255	232	192	147	146	86	237	165
	209	97	CS	22	C	10.1	21	895	1618	274	210	87	778	252	415	383	318	314	441	163	261	242	199	144	135	82	263	170
PRESIDENTIAL PORTRAIT					A	11.2	20	992	1553	276	194	68	753	231	392	361	332	303	484	163	272	256	220	178	126	74	190	128
MON	10.01P	1	CBS	12	B	9.6	17	851	1541	302	230	76	804	246	433	407	364	316	495	168	281	271	224	175	96	56	146	93
	210	99	DO	106	C	12.5	20	1103	1573	311	234	72	820	238	432	416	384	330	542	175	306	293	260	197	94	46	117	72
TUE	9.54P	1																										
THU	9.58P	1																										
9.30 - 10.00					A	9.2	17	811	1480	269	177	54^	739	178	351	362	376	319	550	156	295	294	279	211	77	32^	114	66
10.00 - 10.30					A	15.3	26	1356	1641	286	214	85	769	295	440	359	280	283	406	171	245	212	149	138	184	125	281	202
REPORTERS					A	3.4	8	301	1403	231	161^	64^	538	184^	296	297	285	176^	638	256	434	393	301	170^	78^	15v	149^	68^
SAT	8.00P	60	FOX	1	B	3.4	8	301	1403	231	161^	64^	538	184^	296	297	285	176^	638	256	434	393	301	170^	78^	15v	149^	68^
	116	82	DN	1	C	3.4	8	301	1403	231	161^	64^	538	184^	296	297	285	176^	638	256	434	393	301	170^	78^	15v	149^	68^
8.00 - 8.30					A	3.7	9	328	1424	216	161^	77^	541	199	316	300	275	165^	646	276	445	389	294	168^	85^	18v	152^	73^
8.30 - 9.00					A	3.0	7	266	1425	258	166^	50v	553	171^	282	303	307	195^	651	241	434	410	321	180^	71^	11v	150^	64^
ST. ELSEWHERE(R)					A	6.9	13	611	1447	285	247	83^	723	231	456	431	338	229	492	201	366	330	237	86^	115	62^	117	75^
WED	10.00P	60	NBC	1	B	6.9	13	611	1447	285	247	83^	723	231	456	431	338	229	492	201	366	330	237	86^	115	62^	117	75^
	204	99	GD	23	C	13.3	23	1181	1496	330	264	112	835	298	521	502	405	252	505	202	336	312	233	138	80	49	76	42
10.00 - 10.30					A	6.9	13	611	1451	273	235	89^	716	231	442	422	320	238	492	190	368	331	248	90^	113	57^	130	76^
10.30 - 11.00					A	6.8	14	602	1464	302	263	79^	740	234	478	446	362	224	499	214	369	333	229	83^	119	68^	106	75^
SIMON & SIMON(R)					A	8.0	15	709	1532	220	150	80^	754	179	344	343	367	348	503	147	276	259	253	193	100	38^	175	95
THU	9.00P	60	CBS	4	B	7.4	14	656	1586	272	208	78	816	203	411	392	377	352	503	147	261	260	226	200	98	43^	169	102
	206	99	PD	23	C	11.5	18	1021	1620	280	203	68	821	200	403	398	398	359	559	161	294	295	273	217	99	46	140	86
9.00 - 9.30					A	7.7	15	682	1561	216	147	84^	753	182	350	338	359	348	521	152	292	267	267	198	102	39^	185	98
9.30 - 10.00					A	8.3	15	735	1505	225	153	77^	755	177	339	347	373	348	486	142	261	252	239	188	98	36^	165	93
60 MINUTES					A	14.1	31	1249	1542	228	158	23^	749	126	253	267	329	452	706	151	317	332	313	337	33^	17^	54	32^
SUN	7.00P	60	CBS	5	B	14.3	33	1267	1500	243	163	40	773	137	273	294	339	439	648	130	265	288	300	328	30	14^	49	29
	213	99	DN	46	C	19.0	34	1685	1549	276	186	41	772	146	296	314	351	415	690	159	314	329	330	321	38	16	50	27
7.00 - 7.30					A	13.6	30	1205	1539	223	155	22^	753	123	250	263	323	459	695	146	310	323	303	336	35^	18^	56	34^
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
60 MINUTES-CONT'D																												
	7.30 - 8.00				A	14.6	31	1294	1545	232	162	24^	746	128	256	270	335	445	717	156	324	340	322	338	31^	15^	52	29^
SLAP MAXWELL(R)					A	6.9	13	611	1420	329	240	84^	774	301	445	389	339	260	375	160	241	221	158	113	89^	30^	183	83^
WED	9.30P	30	ABC	4	B	7.8	14	693	1482	294	242	107	761	315	488	425	321	228	446	204	299	263	187	116	104	52	171	104
	206	97	CS	7	C	8.1	15	719	1478	293	239	103	737	301	479	423	319	214	474	216	325	292	204	116	109	54	158	96
SPENSER: FOR HIRE(R)					A	10.1	20	895	1518	309	213	86	790	256	412	370	357	322	516	188	288	270	229	192	75	27^	137	90
WED	10.00P	60	ABC	4	B	9.6	18	848	1504	291	220	83	783	242	440	413	385	293	498	180	296	272	222	171	90	39	134	86
	213	99	PD	5	C	9.7	19	859	1492	280	216	81	767	234	432	406	380	283	504	179	298	274	227	175	92	41	129	85
	10.00 - 10.30				A	9.7	19	859	1520	310	218	92	817	282	431	381	353	326	496	185	281	264	218	180	66^	24^	141	88
	10.30 - 11.00				A	10.4	21	921	1530	311	211	80	772	233	398	363	364	322	540	193	299	278	242	205	84	30^	134	93
SPORTSBREAK-SAT					A	5.9	12	523	1700	265	205	69^	677	219	399	361	289	242	749	270	508	511	359	191	88^	23v	186	78^
SAT	9.58P	1	CBS	5	B	6.4	14	569	1590	280	208	85	717	221	384	359	332	294	653	236	407	407	305	203	83	27^	137	77
	207	98	SN	45	C	8.1	15	717	1686	294	225	77	767	226	413	402	361	297	666	218	396	398	325	215	108	43	145	89
SPORTSBREAK-SUN					A	12.1	22	1072	1542	314	202	57^	866	177	374	414	448	403	536	141	256	264	254	234	60	29^	80	56^
SUN	9.58P	1	CBS	5	B	11.6	21	1030	1548	306	203	53	845	179	363	376	423	402	564	121	240	260	286	269	59	30^	79	50
	211	99	SN	45	C	16.1	26	1423	1643	335	238	59	866	218	434	434	435	361	608	152	305	311	318	252	80	38	88	55
SUPERCARRIER(R)					A	5.0	12	443	1706	231	198	37v	721	234	387	362	320	269	666	201	364	388	332	227	68^	30v	251	164
SAT	8.00P	60	ABC	5	B	5.3	12	471	1595	261	202	51^	674	177	356	364	335	254	679	217	393	400	344	221	78	24^	163	104
	200	97	A	5	C	5.3	12	471	1595	261	202	51^	674	177	356	364	335	254	679	217	393	400	344	221	78	24^	163	104
	8.00 - 8.30				A	4.7	11	416	1715	234	195	28v	740	233	383	365	332	281	661	188	343	364	329	246	69^	27v	245	162
	8.30 - 9.00				A	5.2	12	461	1731	233	205	46^	717	241	398	367	315	263	684	216	389	417	342	215	69^	34v	262	168
THIRTYSOMETHING(R)					A	9.2	17	815	1419	387	339	138	774	426	571	447	259	162	372	191	279	239	146	73^	146	92	128	72^
TUE	10.00P	60	ABC	3	B	9.3	17	824	1496	336	294	126	774	409	568	460	271	166	424	216	311	264	156	87	137	88	161	98
	211	99	GD	33	C	12.4	22	1101	1529	358	319	144	807	444	633	533	288	139	471	255	377	335	185	67	125	76	126	72
	10.00 - 10.30				A	8.8	16	780	1461	377	331	139	758	415	553	427	253	163	394	204	294	249	153	79^	166	97	143	82
	10.30 - 11.00				A	9.5	18	842	1396	400	350	138	797	441	594	470	267	163	356	181	267	233	142	69^	128	89	115	64^
TOUR OF DUTY(R)					A	5.5	12	487	1709	260	223	105^	623	233	411	385	286	173	762	298	543	526	359	181	133	46^	191	87^
SAT	9.00P	60	CBS	4	B	6.6	14	583	1642	246	208	103	631	253	418	372	279	176	707	290	483	467	316	182	116	39^	188	111
	207	98	GD	18	C	7.9	15	698	1755	256	213	87	655	242	420	382	301	191	735	295	519	496	345	171	155	52	210	143
	9.00 - 9.30				A	5.1	11	452	1649	243	209	104^	606	214	384	364	282	187	736	279	520	506	344	182	131^	47^	176	92^
	9.30 - 10.00				A	5.9	12	523	1761	275	234	105^	637	250	434	403	289	161	785	313	564	543	373	181	134	46^	204	84^
TRACEY ULLMAN SHOW(R)					A	4.9	9	434	1662	299	280	123^	651	347	499	370	227	131^	546	305	474	369	223	58^	207	81^	259	204
SUN	9.30P	30	FOX	4	B	4.3	8	377	1603	275	246	116	642	327	467	349	233	149	537	306	458	326	197	62^	199	99	226	157
	127	87	CS	4	C	4.3	8	377	1603	275	246	116	642	327	467	349	233	149	537	306	458	326	197	62^	199	99	226	157
20 ANNIV OF CLOWN COLLEGE(S,R)					A	5.0	11	443	1608	237	164	53^	759	186	327	305	330	384	512	141^	245	247	236	223	54^	35v	282	180
FRI	8.00P	60	CBS																									
	205	98	GV																									
	CONT'D																											

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
20 ANNIV OF CLOWN COLLEG-CONT'D																								
8.00 - 8.30	A	5.1	12	452	1564	253	174	60^	776	181	328	310	350	398	484	126^	229	229	231	216	62^	39^	242	166
8.30 - 9.00	A	4.8	11	425	1688	225	156	47^	757	196	332	306	316	377	553	159	268	272	245	235	48^	33v	331	198
20/20	A	12.0	25	1063	1499	264	207	96	776	216	384	361	328	352	527	140	293	302	266	199	85	54^	112	78
FRI 10.00P 60 ABC 5	B	12.6	26	1116	1537	290	219	83	811	228	416	410	382	336	520	152	287	295	262	189	82	48	125	83
208 99 DN 43	C	12.4	23	1098	1581	295	216	82	805	224	424	428	396	316	583	170	332	345	295	197	83	42	110	71
10.00 - 10.30	A	12.1	25	1072	1511	266	214	92	775	226	394	367	323	341	509	144	297	297	253	183	99	61	129	91
10.30 - 11.00	A	11.8	24	1045	1499	265	201	101	783	208	377	357	336	366	550	137	293	310	281	218	71	47^	95	65
21 JUMP STREET(R)	A	4.9	11	434	1583	368	332	79^	757	342	577	440	354	159	496	254	387	305	216	88^	178	100^	152	109^
SUN 7.00P 60 FOX 5	B	5.0	11	439	1573	314	271	77	696	329	525	388	305	137	548	308	435	306	213	80	171	96	158	103
133 88 OP 46	C	5.4	10	479	1719	345	299	86	699	342	533	419	301	126	536	306	434	322	204	74	250	140	233	148
7.00 - 7.30	A	4.8	11	425	1572	354	322	81^	747	345	577	430	343	156	495	249	381	302	221	93^	159	93^	171	125^
7.30 - 8.00	A	5.0	11	443	1594	382	342	78^	768	338	577	450	365	162	496	259	393	309	210	84^	197	108^	134^	93^
227(R)	A	12.2	28	1081	1585	292	230	90	825	254	417	387	342	350	367	132	204	188	158	138	132	90	260	189
SAT 8.30P 30 NBC 5	B	11.7	27	1037	1562	292	224	80	825	268	431	369	322	346	372	125	205	178	160	143	146	94	219	151
205 97 CS 40	C	15.0	28	1328	1693	305	237	74	850	262	435	387	336	369	438	152	247	224	184	162	159	101	245	167
WEDNESDAY NIGHT SURPRISE(S,R)	A	8.5	17	753	1541	247	217	57^	700	205	380	326	305	284	519	178	335	339	264	139	152	63^	170	126
WED 8.00P 60 NBC																								
203 96 CV																								
8.00 - 8.30	A	8.3	17	735	1492	231	201	52^	665	184	349	306	287	279	528	170	336	343	274	146	137	58^	162	115
8.30 - 9.00	A	8.6	17	762	1605	265	234	63^	742	227	414	348	327	292	516	187	337	339	257	134	167	68^	180	137
WEREWOLF(R)	A	1.7	3	151	1576	317^	299^	68v	599	324^	480	378^	262^	89v	757	481	653	475	251^	83v	147^	34v	72v	34v
SUN 10.30P 30 FOX 5	B	1.4	3	124	1606	293	262^	57v	550	230^	398	346	280	110^	688	365	553	434	269^	116^	208^	96^	160^	88^
80 68 SM 13	C	1.5	3	134	1505	286	245	61^	562	221	392	343	273	134^	618	285	456	393	281	115^	183^	88^	142^	88^
WEST 57TH	A	6.5	14	576	1572	235	188	75^	762	264	422	389	299	285	672	250	437	441	301	189	52^	14v	87^	42^
SAT 10.00P 60 CBS 3	B	6.8	15	600	1568	270	199	77	749	229	399	397	350	295	661	206	397	412	335	213	65	23^	93	52^
207 99 DN 39	C	7.7	15	679	1581	290	224	72	760	222	409	412	366	287	646	205	391	399	322	201	77	31^	98	58
10.00 - 10.30	A	6.5	14	576	1610	238	192	83^	753	262	430	392	305	272	695	258	455	456	318	193	59^	14v	102^	54^
10.30 - 11.00	A	6.5	14	576	1534	232	184	68^	770	266	414	385	294	297	649	242	420	425	284	185	44^	15v	71^	30^
WHO'S THE BOSS?(R)	A	13.6	27	1205	1620	349	297	122	787	374	540	428	273	202	383	167	270	233	165	92	187	123	264	165
TUE 8.00P 30 ABC 4	B	13.1	25	1158	1634	312	264	103	743	334	501	397	275	201	451	224	320	259	174	99	174	117	265	170
218 99 CS 40	C	19.2	31	1700	1721	334	282	98	756	333	506	427	293	208	460	214	325	280	194	104	211	119	294	198
WISEGUY(R)	A	10.5	21	930	1569	271	207	80	777	203	431	410	396	285	567	195	343	315	272	174	110	60^	114	79
WED 10.00P 60 CBS 4	B	10.5	20	928	1593	282	218	73	756	232	435	408	367	264	600	227	377	346	275	175	112	48	125	83
207 99 OP 6	C	11.2	21	996	1602	275	213	74	768	237	440	405	365	274	614	221	371	351	291	194	98	41	122	80
10.00 - 10.30	A	10.2	19	904	1570	278	211	76	789	203	436	412	400	293	568	184	328	310	279	184	101	55^	112	77
10.30 - 11.00	A	10.8	22	957	1568	264	202	84	767	202	426	409	392	277	566	205	357	321	266	164	119	65^	117	81

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.25-31,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT					A	8.7	19	773	244	177	786	142	297	326	369	415	524	127	231	239	229	255	30^	15^	20^	27^	17^	19^
MON-FRI	6.30P	30	ABC	25	B	8.7	19	768	235	169	773	149	294	318	353	411	556	133	246	257	257	262	26^	24^	22^	27^	16^	18^
	214	99	N	218	C	10.3	20	911	228	162	774	148	305	321	368	410	561	126	249	267	268	261	26^	26^	23^	35	20^	20^
ABC WRLD NEWS TONIGHT-SAT					A	5.2	14	461	176	96^	720	92^	194	257	311	440	563	95^	181	190	248	341	22v	26v	18v	7v	14v	39^
SAT	6.30P	30	ABC	5	B	5.1	14	455	191	119	698	96	226	253	311	409	623	143	250	266	297	317	19^	21^	14v	15v	24^	29^
	184	93	N	33	C	6.6	15	581	207	134	731	113	244	266	328	429	624	141	263	288	303	294	28^	25^	25^	32^	26^	22^
ABC WRLD NEWS TONIGHT-SUN					A	5.4	13	478	234	184	699	141	291	301	345	348	683	161	353	392	360	243	23v	36^	44^	19v	30v	33v
SUN	6.30P	30	ABC	5	B	5.5	14	489	202	136	698	129	257	277	322	374	659	157	301	316	317	289	30^	27^	28^	24^	27^	27^
	172	89	N	40	C	6.2	13	548	225	159	742	144	283	293	338	403	636	152	294	306	312	283	37^	30^	34^	33^	29^	30^
CBS EVENING NEWS-RATHER					A	8.9	20	785	218	138	750	141	274	279	313	425	541	104	209	217	253	295	22^	22^	19^	46	15^	30^
MON-FRI	6.30P	30	CBS	25	B	9.1	20	803	221	144	758	141	283	290	327	424	572	109	232	236	272	302	22^	20^	21^	36	19^	23^
	211	99	N	224	C	10.8	21	953	221	138	760	126	267	288	330	437	586	101	222	230	278	325	26^	20^	22^	33	20^	21^
CBS EVENING NEWS-SUNDAY					A	5.7	14	505	181	108^	718	81^	184	223	298	476	669	121^	238	280	292	379	28v	17v	24v	10v	13v	31v
SUN	6.00P	30	CBS	5	B	5.5	14	488	212	120	705	97	210	243	332	428	636	122	255	274	307	332	32^	21^	28^	16v	14v	18^
	185	90	N	30	C	6.6	14	584	212	134	700	104	232	258	317	414	666	144	286	296	310	333	31^	20^	25^	18^	17^	15^
CBS SAT. NEWS-SCHIEFFER					A	5.6	15	496	178	95^	714	94^	187	227	283	464	658	105^	215	254	306	382	14v	7v	19v	14v	9v	5v
SAT	6.30P	30	CBS	5	B	5.0	13	443	177	109	715	92	207	226	293	471	675	102	218	243	297	409	18v	16v	22^	23^	22^	12v
	158	91	N	39	C	6.2	14	547	191	116	719	105	213	235	286	454	642	127	245	250	282	356	24^	19^	23^	29^	21^	15^
NBC NIGHTLY NEWS					A	8.7	19	773	187	131	765	147	271	286	321	429	528	118	222	236	249	264	39^	23^	32^	29^	11v	22^
MON-FRI	6.30P	30	NBC	25	B	8.5	19	751	190	130	748	132	262	286	326	423	563	129	246	250	258	275	31^	31^	30^	30^	18^	21^
	204	99	N	219	C	9.7	19	860	205	139	782	128	270	299	339	446	580	131	246	254	259	289	28^	32	28^	31	18^	21^
NBC NIGHTLY NEWS-SAT.					A	3.6	10	319	117^	96^	603	89^	152^	174^	209	410	680	186^	319	339	288	311	57^	16v	50v	24v	53^	3v
SAT	6.39P	21	NBC	4	B	5.6	15	496	173	119	706	101	201	214	252	460	671	141	279	275	298	358	30^	17^	25^	22^	25^	17^
	171	85	N	36	C	7.4	16	654	175	112	756	108	216	240	286	483	624	128	243	246	262	342	27^	22^	27^	30^	21^	21^
NBC NIGHTLY NEWS-SUN					A	5.9	14	523	202	136	705	97^	245	261	324	420	640	149	276	288	281	318	60^	20v	34^	28v	7v	5v
SUN	6.30P	30	NBC	5	B	5.8	15	511	181	124	728	110	243	260	299	437	653	149	281	301	293	314	34^	24^	30^	30^	13v	14v
	183	92	N	30	C	6.4	14	565	206	134	765	115	246	271	319	457	657	141	274	289	293	327	30^	26^	28^	28^	25^	21^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME	DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																													
ABC NEWS:NIGHTLINE	TUE-FRI	11.30P	30	ABC	18	A	4.9	14	436	1346	252	176	172	72	704	183	328	311	383	334	62^	532	159	284	264	311	288	35^	26^
		210	98	N	173	B	4.8	14	428	1375	242	171	176	70	698	173	322	305	364	324	62	563	171	303	278	333	308	27^	24^
						C	5.4	16	477	1391	252	181	188	67	714	182	354	336	394	356	64	575	181	323	298	355	329	25^	22^
ABC NEWS:NIGHTLINE-MON.	MON	11.34P	30	ABC	3	A	4.1	12	363	1456	249	174^	159^	80^	747	173^	303	285	330	277	80^	579	157^	274	238	293	280	51^	25v
		212	98	N	7	B	4.8	15	425	1435	229	172	169	76^	660	172	321	306	353	314	114	618	204	359	310	366	341	57^	35^
						C	4.0	14	353	1410	214	159	158	73^	635	163	312	290	334	296	99	632	213	372	333	389	355	43^	28^
		11.30 - 12.00				A	4.3	13	381	1440	243	170	154^	82^	736	173	297	277	322	270	81^	573	153^	271	235	291	277	52^	25v
		12.00 - 12.30				A	3.3	11	292	1372	260	178^	178^	51v	729	149^	307	307	350	299	61^	542	168^	259	229	271	260	29v	23v
ABC WEEKEND REPORT-SAT.	SAT	11.30P	15	ABC	5	A	1.7	5	151	1333	317^	196^	212^	65v	642	224^	329^	329^	394^	349^	47v	568	220^	415^	415^	436	389^	21v	46v
		139	75	N	44	B	1.7	5	147	1360	321	225^	230	78^	680	222^	357	345	416	358	75^	539	216^	350	335	375	329	28v	31v
						C	2.0	6	175	1416	306	225	229	79^	712	200	387	366	430	388	76^	547	197	334	312	374	336	23v	42^
ABC WEEKEND REPORT-SUN.	SUN	11.30P	15	ABC	5	A	1.9	10	168	1454	247^	162^	192^	45v	655	171^	328^	328^	406	378	72v	645	269^	455	455	493	424	4v	17v
		149	81	N	44	B	1.9	10	172	1435	234	177^	177^	90^	672	250	417	405	461	406	59^	624	251	443	425	463	423	11v	27v
						C	2.1	9	189	1377	256	201	207	68^	658	199	375	362	424	382	71^	589	220	392	371	434	402	33v	27v
CBS LATE NIGHT I	MON&TUE	11.30P	64	CBS	25	A	3.5	13	312	1366	314	231	247	84^	688	213	399	373	448	415	90^	519	170	327	300	349	308	39^	35^
						B	3.4	13	301	1458	316	238	248	93	718	220	420	391	452	414	109	544	212	351	320	366	314	53^	43^
		166	83	FF	192	C	3.6	14	321	1381	282	215	221	83	729	216	405	379	431	393	82	521	188	328	307	353	311	33^	30^
	WED	12.00M	65																										
	THU	12.00M	66																										
	FRI	11.30P	73																										
		11.30 - 12.00				A	3.6	11	316	1346	332	240	247	82^	688	215	407	385	448	413	75^	493	168	311	291	330	299	26v	37^
		12.00 - 12.30				A	3.6	13	319	1362	304	224	241	85^	683	216	398	372	450	415	92^	517	172	323	296	346	306	42^	32^
		12.30 - 1.00				A	3.4	14	304	1362	306	228	251	81^	679	200	381	355	433	406	97^	536	167	340	310	364	316	45^	36^
		1.00 - 1.30				A	3.3	16	295	1414	316	242	266	89^	697	221	403	368	446	423	111^	550	167	349	321	376	311	48^	48^
CBS LATE NIGHT II	MON&TUE	12.34A	48	CBS	25	A	2.5	13	219	1324	290	218	237	80^	642	236	401	380	457	424	127^	533	214	372	321	384	331	44^	36v
		164	82	FF	218	B	2.3	13	206	1415	293	225	234	96^	692	228	423	393	450	414	126	542	228	372	335	384	322	54^	47^
						C	2.4	14	211	1339	292	225	225	91^	702	233	421	392	441	399	90^	508	206	351	327	374	324	31v	34^
	WED	12.35A	52																										
	THU	12.36A	50																										
	FRI	12.43A	43																										
		12.30 - 1.00				A	2.5	12	225	1352	294	218	241	84^	665	243	409	386	468	433	111^	533	208	360	316	383	335	38^	40^
		1.00 - 1.30				A	2.4	14	211	1315	291	222	236	78^	629	233	399	378	452	420	145^	542	223	389	331	391	332	50^	33v
CBS NEWS NIGHTWATCH-1	M-THSU	2.00A	30	CBS	22	A	0.8	7	69	1081	143^	114v	116v	37v	546	128^	282^	255^	287^	278^	99v	467^	211^	371^	311^	314^	288^	14v	9v
		45	51	N	202	B	0.8	8	72	1170	232^	170^	183^	52v	629	193^	339^	329^	368	333^	71v	442	166^	300^	277^	289^	260^	29v	20v
						C	0.9	9	78	1230	274^	199^	213^	61v	682	216^	379	357	407	378	67v	457	170^	301^	280^	333	299^	20v	19v
CBS NEWS NIGHTWATCH-2	M-THSU	2.30A	30	CBS	23	A	0.7	9	66	1127	193^	134^	143^	30v	556	142^	297^	286^	315^	296^	106v	498^	209^	390^	356^	372^	300^	<<	10v
CONT'D						B	0.9	10	76	1261	265^	174^	194^	77v	654	215^	368	337	376	348	108^	474	191^	332^	312^	345	278^	38v	38v

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JUL. 25-31, 1988

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																								
CBS NEWS NIGHTWATCH-2-CONT'D																								
61 62 N 216	C	0.9	11	79	1205	295^	197^	210^	62v	669	212^	370	347	398	371	69v	443	167^	286^	269^	325	287^	22v	21v
CBS NEWS NIGHTWATCH-3	A	0.6	11	55	997	209^	136v	155^	21v	569^	113v	275^	262^	294^	286^	53v	380^	162^	246^	216^	254^	233^	<<	40v
MTTHSU 3.00A 180 CBS 25	B	0.7	12	64	1162	279^	176^	197^	53v	641	187^	347^	327^	361^	340^	71v	403	162^	248^	227^	266^	232^	28v	48v
76 74 N 223	C	0.8	15	73	1121	288^	173^	194^	55v	676	178^	320^	301^	366	338^	53v	365	139^	222^	213^	254^	219^	14v	17v
WED 3.00A 150																								
3.00 - 3.30	A	0.6	9	57	1103	217^	152^	165^	28v	553^	125v	282^	270^	292^	276^	103v	495^	205^	365^	333^	361^	301^	10v	18v
3.30 - 4.00	A	0.7	11	60	1030	206^	138v	155^	21v	559	113v	263^	250^	271^	262^	63v	423^	178^	290^	260^	295^	263^	<<	39v
4.00 - 4.30	A	0.7	11	58	1005	201^	134v	141v	22v	598	119v	273^	262^	288^	278^	37v	366^	152^	238^	206^	244^	238^	<<	40v
4.30 - 5.00	A	0.6	11	50	1017	213^	142v	152v	25v	617^	115v	289^	276^	308^	296^	39v	353^	161v	236^	199^	231^	228^	<<	47v
5.00 - 5.30	A	0.6	11	50	1005	215^	132v	173^	<<	611^	101v	287^	274^	325^	325^	28v	347^	149v	188^	164v	204^	201^	<<	47v
5.30 - 6.00	A	0.6	10	49	881	230^	130v	166^	<<	529^	113v	289^	272^	322^	322^	45v	292^	133v	138v	110v	179^	162^	<<	60v
CBS NEWS NIGHTWATCH-3(B)	A	0.4^	7^	35^	1022^	384v	113v	244v	<<	720^	<<	113v	113v	247v	247v	<<	302v	190v	190v	190v	200v	200v	<<	<<
WED 5.30A 30 CBS																								
58 58 N																								
CBS SUNDAY NEWS	A	3.2	7	284	1340	221^	175^	160^	42v	743	118^	308	287	320	310	30v	533	120^	274	262	277	269	34v	18v

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WW 18+	WW 18-49	WW 25-54	W 15-24	W TOTAL	W 18-34	W 18-49	W 21-49	W 21-54	W 25-54	M 15-24	M TOTAL	M 18-34	M 18-49	M 21-49	M 21-54	M 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
SUN 11.30P 15 CBS 5	B	3.0	7	266	1436	254	174	179	48^	748	114^	306	289	349	330	55^	568	118^	270	263	308	290	54^	17v
116 62 N 45	C	3.2	7	283	1469	283	200	205	54^	802	159	372	357	403	372	56^	571	134	288	275	320	294	29^	16v
DAVID LETTERMAN I	A	3.9	18	342	1305	237	204	176	120	565	219	387	349	375	334	181	493	284	382	334	357	275	89^	70^
MON-FRI 12.30A 30 NBC 24	B	3.9	18	343	1342	233	202	182	120	563	241	398	355	383	340	201	511	299	400	353	375	288	116	63^
205 99 GV 218	C	3.9	19	346	1372	272	231	205	119	648	275	442	400	435	379	167	572	323	447	396	425	341	56^	41^
DAVID LETTERMAN II	A	3.1	18	275	1292	243	214	166	128	549	232	394	354	374	323	209	488	314	400	347	364	268	101^	65^
MON-FRI 1.00A 30 NBC 24	B	3.2	19	285	1342	229	204	176	131	554	257	410	360	385	338	228	512	326	412	357	376	273	123	64^
205 99 GV 218	C	3.2	19	284	1356	270	234	201	126	629	287	447	403	433	372	185	579	355	468	413	441	345	56^	39^
FRIDAY NIGHT VIDEOS	A	2.3	16	204	1247	102^	93^	48v	122^	345	152^	222^	208^	226^	176^	257^	504	371	430	390	390	270^	168^	85^
FRI 1.30A 60 NBC 5	B	2.3	16	204	1305	192	176	134^	136^	504	254	376	349	369	300	234	453	312	393	332	341	245	130^	90^
174 96 PC 44	C	2.6	17	231	1404	258	232	191	166	589	323	460	408	432	351	231	565	398	486	405	428	334	104^	64^
1.30 - 2.00	A	2.4	15	213	1314	111^	106^	50v	121^	375	175^	244^	227^	243^	190^	267^	521	389	437	403	403	280^	175^	81^
2.00 - 2.30	A	2.1	16	186	1229	97^	83v	49v	128^	327^	134^	208^	195^	217^	168^	259^	509	368	442	393	393	271^	168^	93^
G MICHAELS SPORTS MACHINE	A	1.9	6	168	1491	232^	217^	169^	118^	504	222^	376^	354^	363^	272^	195^	710	329^	556	533	551	441	133^	30v
SUN 11.30P 15 NBC 5	B	2.0	6	179	1419	234	179^	177^	84^	553	185^	349	334	368	317	163^	647	285	491	443	466	397	94^	24v
83 55 SC 46	C	1.9	6	171	1477	266	220	216	92^	601	206	395	376	414	365	195	725	341	528	464	511	415	57^	37v
LATE SHOW-FOX	A	1.5	5	129	1288	255^	234^	192^	159^	526	265	392	350	366	286	123^	481	278	409	380	405	371	108^	83^
MON-FRI 11.30P 60 FOX 25	B	1.3	4	117	1329	238	205^	180^	144^	539	266	386	352	374	312	144^	474	269	389	355	379	330	112^	98^
109 79 GV 219	C	1.4	4	127	1422	282	249	218	147^	625	324	471	424	456	390	175^	574	348	474	402	431	362	70^	62^
11.30 - 12.00	A	1.6	5	144	1353	258	230^	191^	164^	534	272	400	358	376	297	131^	522	287	443	415	446	412	112^	85^
12.00 - 12.30	A	1.2	5	110	1266	264^	251^	202^	160^	541	268^	401	358	370	285^	119^	450	280^	384	354	370	337	108^	85^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.25-31,1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																								
M.JACKSON AROUND-WORLD(S) SAT 11.30P 84 NBC 204 99 GV	A	8.7	27	771	1537	315	258	253	121	713	300	499	471	519	461	127	481	275	373	346	375	326	89	70^
11.30 - 12.00	A	9.7	27	859	1530	331	272	263	128	730	297	492	468	518	450	111	477	247	347	325	359	315		
12.00 - 12.30	A	8.5	27	753	1524	312	256	254	116	713	305	501	473	522	467	131	466	275	366	337	366	315	80	56^
12.30 - 1.00	A	7.9	29	700	1528	286	234	232	115	670	292	493	462	503	458	142	496	312	414	382	403	349	90	73^
TONIGHT SHOW	A	6.1	20	544	1402	259	192	188	85	679	178	367	346	390	351	116	524	198	322	299	337	287	102	84^
MON-FRI 11.30P 60 NBC 24	B	5.6	19	495	1404	252	188	187	98	667	195	378	346	391	354	127	515	212	331	302	335	281	78	48^
201 99 GV 215	C	6.0	20	534	1401	272	210	206	91	725	223	411	380	428	387	101	539	214	348	322	358	307	84	55
11.30 - 12.00	A	6.8	19	599	1428	260	191	190	85	690	181	376	358	404	360	106	550	201	337	318	358	308	45^	35^
12.00 - 12.30	A	5.5	20	487	1376	257	194	186	86	668	174	356	332	374	340	129	493	196	306	278	313	262	73	44^
																							84	53^

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JUL. 25-31, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.2	14	110	67v	222^	204^	516	221^	395	382	256^	86^	658	216^	450	449	386	169^	5v	<<	11v	21v	25v
MON-FRI	6.15A	15	ABC	25	B	1.1	13	100	66^	254^	231^	536	186^	390	370	296	120^	613	178^	397	399	360	176^	6v	13v	13v	23v	31v
	135	81	N	220	C	1.3	14	119	65^	272	225	610	177^	385	385	346	184^	497	143^	311	332	294	141^	15v	21v	13v	17v	15v
ABC WORLD NEWS-MORN-645A					A	1.7	15	151	61^	244	207^	598	225	409	401	285	165^	552	159^	367	386	340	140^	5v	<<	16v	21v	23v
MON-FRI	6.45A	15	ABC	25	B	1.8	16	163	48^	254	206	585	202	376	365	284	183	548	134^	338	361	335	159	5v	9v	12v	22v	27v
	182	91	N	219	C	2.2	16	195	63^	280	219	616	194	385	396	315	187	488	124^	278	309	296	151	29v	28v	19v	24v	28v
BEFORE HOURS					A	0.7	9	58	61v	222^	172^	586	177^	335^	369^	305^	192^	497^	200^	296^	238^	243^	148^	22v	10v	29v	67v	30v
MON-FRI	6.15A	15	NBC	25	B	0.7	9	59	61v	285^	212^	653	212^	384^	420^	322^	192^	430^	163^	238^	212^	198^	147^	23v	<<	15v	43v	27v
	148	86	N	220	C	0.7	9	66	66v	302^	247^	611	172^	365^	376^	324^	197^	429	187^	261^	242^	161^	128^	36v	20v	14v	17v	18v
CBS MORNING NEWS- 6:30AM					A	0.9	9	76	33v	184^	113^	486	116^	245^	242^	237^	214^	443	173^	283^	264^	220^	133^	9v	38v	26v	22v	34v
MON-FRI	6.30A	30	CBS	25	B	0.8	9	73	30v	221^	145^	523	113^	257^	250^	267^	233^	447	152^	238^	229^	219^	170^	18v	31v	22v	18v	30v
	137	83	N	225	C	1.2	11	102	55v	255	149^	585	130^	287	320	347	232^	430	109^	203^	213^	233^	185^	19v	13v	25v	18v	26v
CBS THIS MORNING-1					A	1.9	12	165	44v	212	127^	664	111^	273	286	333	336	460	103^	225	225	222	212	10v	11v	13v	15v	18v
MON-FRI	7.30A	30	CBS	25	B	1.9	12	172	56^	218	134^	651	118^	280	311	323	309	476	114^	227	223	217	229	14v	12v	18v	19v	24v
	202	98	N	175	C	2.1	11	188	49^	194	130^	657	118^	275	292	314	335	455	91^	212	215	218	217	18v	10v	20v	20v	24v
CBS THIS MORNING-2					A	2.0	10	177	56^	203	130^	705	136^	299	306	342	362	430	68^	170^	195	222	218	10v	19v	26v	16v	24v
MON-FRI	8.30A	30	CBS	25	B	2.1	10	189	59^	183	123^	698	126^	280	297	343	365	416	77^	181	182	209	209	19v	18v	28v	22v	30v
	202	98	N	175	C	2.3	10	204	48^	151	97^	706	124^	246	258	316	414	407	75^	164	167	179	217	11v	11v	24v	25v	25v
GOOD MORNING, AMERICA-730					A	3.2	19	280	49^	255	206	710	165	367	370	372	292	442	72^	220	227	238	198	8v	4v	11v	20v	28v
MON-FRI	7.30A	30	ABC	25	B	3.3	20	292	57^	260	200	678	184	356	354	346	272	448	89	218	233	229	196	5v	7v	11v	15v	19v
	214	99	N	219	C	4.1	20	363	57^	245	186	705	170	374	390	366	280	426	98	199	218	220	188	13v	7v	20^	23^	27^
GOOD MORNING, AMERICA-830					A	3.1	15	276	63^	191	159	733	168	346	358	389	328	342	62^	154	153	166	171	24v	17v	26v	29v	39^
MON-FRI	8.30A	30	ABC	25	B	3.5	17	309	82^	198	157	744	186	358	373	376	325	357	72^	178	177	182	157	9v	14v	29^	25^	33^
	213	99	N	219	C	4.2	19	374	73	199	156	758	166	359	380	390	342	364	70	154	171	194	172	9v	8v	24^	25^	24^
NBC NEWS AT SUNRISE					A	1.8	20	156	34v	217	140^	579	87^	263	329	381	235	544	137^	249	311	333	189^	14v	6v	<<	27v	11v
MON-FRI	6.00A	30	NBC	25	B	1.7	20	150	44^	268	187	631	106^	323	370	409	232	506	123^	237	277	301	184	12v	4v	11v	22v	15v
	201	98	N	220	C	2.0	20	175	58^	300	232	638	136^	363	389	383	217	494	125^	235	258	254	204	24v	29v	13v	17v	20v
TODAY SHOW-7.30AM					A	3.9	24	346	41^	246	195	672	130	331	360	359	301	416	108	213	212	219	172	8v	3v	11v	15v	9v
MON-FRI	7.30A	30	NBC	25	B	3.9	23	341	48^	250	189	696	129	329	360	374	319	424	105	211	213	219	178	8v	5v	15v	19v	18v
	205	99	N	220	C	4.5	22	397	51^	222	163	689	127	326	349	375	317	463	106	217	221	227	218	14v	10v	21^	19^	26^
TODAY SHOW-8.30AM					A	4.0	20	353	44^	159	133	692	105	283	299	347	374	371	89^	178	169	168	175	16v	11v	26^	33^	32^
MON-FRI	8.30A	30	NBC	25	B	4.0	19	354	46^	204	158	726	109	298	314	387	385	370	81	165	167	175	179	19^	10v	26^	23^	27^
	205	99	N	220	C	4.6	21	404	53^	174	134	733	117	305	324	381	386	407	88	181	130	193	205	11v	9v	21^	17^	18^

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JUL.25–31,1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																								
ALL MY CHILDREN MON-FRI 1.00P 60 ABC 25	A	6.6	21	581	110	213	184	176	788	362	551	422	456	312	204	248	58	34^	100	57^	59	101	43^	117
217 99 DD 218	B	6.7	21	594	125	227	203	183	802	377	574	446	480	320	193	264	60	31^	99	67	67	90	57	100
	C	7.3	25	649	144	238	211	153	847	385	583	458	505	342	217	263	69	16^	49	36^	55	61	70	46
1.00 - 1.30	A	6.2	20	549	111	208	181	172	786	360	548	421	453	311	205	246	56^	33^	100	56^	63	98	42^	119
1.30 - 2.00	A	6.9	23	615	110	216	187	179	788	362	551	422	457	312	202	249	60	35^	100	57	55	103	43^	114
AMERICAN TREASURY MWF 3.58P 1 CBS 14	A	4.6	16	411	95	214	162	154	869	248	446	336	374	384	385	262	95	42^	64^	58^	50^	75^	51^	73^
195 92 DO 129	B	4.5	15	402	92	230	176	156	865	248	443	326	378	384	369	253	100	39^	61^	49^	58^	67	50^	75
	C	4.6	15	410	91	196	143	132	876	233	424	328	380	376	400	275	126	28^	57^	49^	39^	52^	39^	51^
ANOTHER WORLD MON-FRI 2.00P 60 NBC 23	A	5.0	17	445	81	167	146	215	789	260	448	338	402	344	277	198	71^	49^	197	135	51^	73^	39^	85
202 98 DD 213	B	5.2	17	460	80	171	149	210	764	241	430	320	377	351	277	223	74	56	188	134	64	75	58	82
	C	5.0	17	445	82	189	164	163	850	269	459	339	398	365	332	260	101	29^	83	60	36^	52^	49^	39^
2.00 - 2.30	A	5.2	17	457	80	175	151	224	787	265	449	334	397	338	276	213	74	48^	201	137	55^	73	39^	90
2.30 - 3.00	A	4.9	16	431	82	160	140	207	794	255	450	344	408	352	280	183	69^	49^	194	133	47^	73^	39^	81
AS THE WORLD TURNS MON-FRI 2.00P 60 CBS 25	A	6.8	23	602	104	162	116	153	837	233	399	293	338	353	393	220	91	38^	96	58	59	79	50^	88
209 99 DD 220	B	6.7	22	596	104	182	140	157	865	253	427	311	359	355	389	239	99	39^	85	53	57	68	51	73
	C	6.6	23	582	97	169	125	119	902	231	417	319	374	375	430	266	120	22^	38^	32^	39^	49	47	41^

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
2.00 - 2.30	A	6.7	22	590	104	162	115	154	839	230	395	288	334	352	397	227	96	35^	97	58	62	82	52^	91
2.30 - 3.00	A	6.9	23	613	105	164	117	152	838	235	404	299	344	356	389	214	87	41^	95	59	56	77	48^	85
BOLD AND THE BEAUTIFUL MON-FRI 1.30P 30 CBS 25	A	5.7	19	509	89	174	133	115	843	206	385	306	353	374	411	247	108	40^	70	50^	62^	82	56^	89
197 93 DD 218	B	5.6	18	493	93	183	147	119	849	226	405	314	362	362	397	250	107	42^	61	41^	62	70	51^	81
	C	5.3	18	471	94	181	138	104	884	224	408	318	369	378	426	284	119	22^	28^	24^	46^	53^	53^	46^
CLASSIC CONCENTRATION MON-FRI 10.30A 30 NBC 24	A	4.0	17	354	73^	109	83^	82^	705	128	243	201	262	283	402	248	118	67^	88^	71^	86^	91^	55^	122
144 79 QG 215	B	3.9	16	349	65^	107	77	74	709	139	256	211	273	294	391	270	127	65^	72^	55^	94	98	61^	131
	C	3.6	16	317	81	136	100	77^	787	171	325	264	331	331	395	316	144	30^	36^	30^	57^	72^	69^	59^
DAYS OF OUR LIVES MON-FRI 1.00P 60 NBC 24	A	8.1	26	714	86	157	140	246	717	264	428	299	338	293	250	211	68	55	224	154	60	87	50	96
205 99 DD 217	B	7.7	25	686	86	161	141	246	725	264	435	296	337	305	248	233	82	60	201	143	71	88	61	98
	C	7.0	23	618	90	181	156	191	832	286	476	343	402	352	297	260	98	33^	102	78	40^	57	52	45
1.00 - 1.30	A	7.9	25	696	85	154	137	242	706	250	412	288	324	289	259	213	69	57	225	156	62	88	54	96
1.30 - 2.00	A	8.3	27	732	88	160	143	251	727	277	443	310	352	297	242	210	67	52	224	153	58	86	46	97
FAMILY FEUD MON-FRI 10.00A 30 CBS 20	A	2.9	13	257	63^	161	129^	119^	605	156	333	250	310	345	212	288	96^	77^	107^	85^	122^	97^	40^	179
174 84 QP 20	B	3.2	14	281	75^	174	141	113	622	181	341	263	311	322	233	276	93	66^	100	71^	121	95	54^	162
	C	3.2	14	281	75^	174	141	113	622	181	341	263	311	322	233	276	93	66^	100	71^	121	95	54^	162
GENERAL HOSPITAL MON-FRI 3.00P 60 ABC 25	A	7.1	24	633	105	196	153	157	819	331	474	358	418	323	284	237	90	27^	72	51^	40^	75	41^	74
217 99 DD 218	B	7.2	24	642	110	214	174	160	824	338	500	386	444	331	266	244	84	23^	82	55	47	69	46	70
	C	7.7	26	687	122	231	192	162	861	358	534	410	462	338	275	231	86	23^	70	50	43	56	54	45
3.00 - 3.30	A	7.1	24	631	105	190	147	157	825	336	476	359	420	321	288	236	90	28^	72	50^	43^	77	43^	77
3.30 - 4.00	A	7.2	24	634	105	202	159	157	813	326	473	356	416	324	281	239	91	26^	72	52^	37^	73	39^	71

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JUL. 25-31, 1988

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MONDAY-FRIDAY DAYTIME CONT'D																											
GROWING PAINS M-F				A	3.8	16	337	82^	167	149	208	533	251	399	271	293	218	112	215	47^	125	199	134	135	145	92^	188
MON-FRI 11.00A	30	ABC	15	B	3.9	16	346	93	177	158	201	533	254	400	284	308	220	109	221	47^	111	197	135	133	172	101	204
154	79	CS	15	C	3.9	16	346	93	177	158	201	533	254	400	284	308	220	109	221	47^	111	197	135	133	172	101	204
GUIDING LIGHT				A	6.1	21	542	101	195	144	147	851	242	418	316	359	365	391	226	94	39^	82	52^	45^	81	46^	81
MON-FRI 3.00P	60	CBS	24	B	5.9	20	525	92	215	161	158	870	251	435	323	368	381	390	235	101	39^	81	58	51	71	47^	75
208	99	DD	217	C	6.0	20	533	93	195	144	128	894	235	430	334	382	386	416	257	117	21^	53	43^	37^	53	44^	45^
3.00 - 3.30				A	6.2	21	549	106	186	139	144	845	244	417	319	362	361	385	223	96	38^	84	52^	48^	83	50^	81
3.30 - 4.00				A	6.0	20	535	95	204	149	151	858	241	418	312	355	369	396	230	92	40^	81	53^	42^	80	42^	80
HOME				A	2.5	10	223	79^	189	161	151	699	279	428	326	363	293	234	275	85^	74^	105^	82^	81^	76^	57^	101^
MON-FRI 11.30A	30	ABC	25	B	2.7	11	244	101^	240	201	139	738	277	463	369	413	344	232	275	71^	45^	96^	62^	80^	104^	66^	117
176	89	IA	140	C	2.6	11	230	139	243	206	107^	781	308	513	428	470	361	225	256	64^	25v	45^	32^	57^	67^	69^	55^
LOVING				A	3.5	12	310	106^	198	167	129	769	335	465	373	407	275	269	243	74^	37^	90^	49^	45^	99^	39^	104^
MON-FRI 12.30P	30	ABC	25	B	3.6	12	321	124	222	195	137	780	346	500	405	435	299	249	254	76^	32^	85	57^	56^	86	51^	91
177	89	DD	218	C	4.0	14	356	140	240	218	138	826	381	561	446	483	321	228	241	61^	19^	45^	34^	63^	58^	71^	50^
NBC NEWS DIGEST-DAYTIME				A	4.2	14	372	74^	167	150	190	797	249	469	380	428	369	279	190	65^	51^	192	142	55^	87^	50^	91^
MWF 2.57P	1	NBC	15	B	4.4	15	390	80	168	145	184	742	222	420	332	386	355	268	243	76	53^	175	128	60^	79	56^	83

PROGRAM NAME / DAY TIME #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
189	91	N	131	C	4.5	15	400	74	184	160	165	820	248	445	333	388	370	320	270	94	33^	97	72	37^	52^	47^	42^
NEW CARD SHARKS				A	3.1	14	278	78^	143	105^	85^	627	143	275	216	282	337	286	369	184	52^	62^	46^	109^	78^	46^	141
MON-FRI 10.30A	30	CBS	25	B	3.3	14	294	82^	163	128	78^	634	167	313	259	310	339	270	347	153	52^	60^	44^	103	90	47^	146
163	81	QP	220	C	3.1	13	271	77^	135	99	60^	694	175	314	264	317	334	327	411	227	29^	30^	21v	75^	73^	75^	73^
NEWSBREAK-11.57				A	4.7	18	415	52^	127	100	77^	682	136	253	196	240	283	385	354	213	58^	73^	37^	110	99	55^	153
MON-FRI 11.57A	2	CBS	25	B	4.9	19	438	59	147	116	99	702	162	300	229	277	306	354	343	179	53^	70	46^	96	82	44^	135
172	80	N	219	C	5.0	20	446	65	158	118	76	742	176	316	253	300	305	379	403	206	24^	31^	23^	59	64	64	60
NEWSBREAK-3.44				A	5.2	17	464	93	209	156	149	866	245	422	317	363	374	398	237	104	42^	77	54^	46^	80	44^	82
MON 3.47P	1	CBS	23	B	5.0	16	443	96	226	169	160	895	261	445	330	377	387	403	237	107	42^	78	60	50^	65	39^	76
195	94	N	216	C	5.1	17	456	94	199	152	125	893	236	415	322	368	376	432	257	119	22^	54^	42^	37^	55^	43^	49^
TUE 3.44P	1																										
WED&THU 3.45P	1																										
FRI 3.43P	1																										
ONE LIFE TO LIVE				A	7.0	24	622	113	189	156	178	808	347	510	377	426	322	249	226	74	39^	86	55	47^	97	47^	98
MON-FRI 2.00P	60	ABC	25	B	6.9	23	607	129	196	169	178	817	364	544	415	460	327	228	237	79	35^	90	62	62	88	58	92
216	99	DD	216	C	7.4	25	653	144	219	189	157	862	375	567	438	490	352	243	229	83	18^	52	37^	48	62	66	44
2.00 - 2.30				A	6.9	23	613	111	190	159	181	806	348	514	378	425	321	245	230	76	36^	85	53^	46^	99	46^	99
2.30 - 3.00				A	7.1	24	629	115	188	154	175	812	348	507	377	428	324	254	223	72	42^	87	57	49^	95	47^	96
PRICE IS RIGHT 1				A	5.0	21	445	58^	107	78	75^	627	123	222	171	213	254	363	357	179	53^	69^	41^	116	104	74^	146
MON-FRI 11.00A	30	CBS	25	B	5.4	22	483	62	133	100	82	631	139	261	205	240	273	335	351	160	56	71	45^	117	103	61	159
210	99	AP	219	C	5.1	22	450	66	136	95	73	706	163	290	228	266	295	378	418	217	27^	30^	23^	76	75	74	77

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME / DAY TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																											
PRICE IS RIGHT 2				A	6.7	27	594	54^	105	78	76	643	125	224	171	210	244	381	358	191	56^	77	39^	113	106	69	151
MON-FRI 11.30A	30	CBS	25	B	7.0	27	624	58	130	98	88	649	144	261	198	237	265	349	360	175	57	70	44	112	101	57	156
210	99	AP	221	C	6.5	27	577	61	140	100	74	719	164	290	227	268	286	389	423	223	27^	30^	23^	72	71	71	71
RYAN'S HOPE				A	2.2	8	191	103^	188	171^	163^	768	376	505	395	429	274	228	245	80^	37v	86^	65^	94^	118^	96^	116^
MON-FRI 12.00N	30	ABC	25	B	2.3	8	202	125^	212	192	156	768	373	526	420	453	290	210	273	72^	35^	88^	65^	83^	119^	90^	112^
160	80	DD	218	C	2.7	10	238	143	239	217	131	818	395	574	471	510	315	206	264	54^	21v	55^	38^	77^	67^	86^	58^
SALE OF THE CENTURY				A	3.0	13	269	62^	131	87^	65^	747	117^	227	185	252	296	453	279	130	30v	60^	38^	64^	64^	35^	94^
MON-FRI 10.00A	30	NBC	24	B	3.2	14	282	61^	130	88^	57^	759	126	237	197	265	300	455	325	154	39^	49^	34^	75^	67^	50^	92
148	81	QG	215	C	3.1	14	275	63^	140	103	51^	779	142	296	256	311	313	429	380	188	20v	28^	20v	52^	52^	57^	47^
SANTA BARBARA				A	4.4	15	392	69^	137	126	205	784	235	432	326	375	363	303	195	70^	42^	167	124	34^	58^	36^	56^
MON-FRI 3.00P	60	NBC	23	B	4.4	15	387	76	150	132	200	759	222	420	316	364	360	292	226	76	52^	166	130	53^	58^	47^	63^
197	97	DD	213	C	4.6	16	411	87	171	144	181	813	248	445	327	392	377	303	261	97	31^	115	81	37^	52^	49^	40^
3.00 - 3.30				A	4.3	15	383	72^	132	123	197	780	230	434	335	384	365	298	189	67^	40^	166	122	33^	60^	38^	56^
3.30 - 4.00				A	4.6	15	409	65^	139	126	208	771	234	421	310	360	352	302	196	72^	43^	165	123	34^	54^	34^	55^
SCRABBLE				A	4.6	16	408	64^	115	92	111	657	138	280	237	269	281	345	297	123	84	137	104	82	69^	56^	95
MON-FRI 12.30P	30	NBC	24	B	4.3	15	384	53^	133	101	108	694	138	289	237	286	312	356	314	139	81	109	93	80	83	59^	104
161	83	QG	230	C	4.0	15	357	58^	134	100	77	783	145	300	245	301	327	428	342	175	32^	42^	40^	48^	55^	53^	51^
SUPER PASSWORD				A	3.5	13	307	70^	106^	91^	113	676	141	292	240	275	268	349	294	105^	78^	122	97^	73^	81^	61^	94^
MON-FRI 12.00N	30	NBC	23	B	3.4	12	304	59^	125	103	111	687	148	290	233	282	265	348	275	118	74^	107	89	87	89	61^	115
160	74	QG	215	C	3.4	13	298	67^	118	87	83^	764	155	300	242	291	295	415	323	168	29^	46^	38^	54^	60^	61^	53^
WHEEL OF FORTUNE				A	5.1	21	455	62^	153	114	91	783	163	293	232	288	314	434	315	154	51^	55^	54^	66^	62^	36^	92
MON-FRI 11.00A	30	NBC	23	B	5.0	20	445	53^	141	107	73	779	149	286	235	294	330	434	312	159	40^	45^	40^	73	70	53^	90
206	98	QG	216	C	5.3	22	470	63	157	111	71	815	160	304	247	310	330	449	348	180	20^	27^	23^	43^	55	59	39^
WIN, LOSE OR DRAW				A	4.5	18	399	90	153	127	133	684	177	363	294	328	316	287	258	75^	90	139	111	106	78^	64^	121
MON-FRI 11.30A	30	NBC	22	B	4.6	18	403	76	149	121	131	693	174	346	274	314	322	307	268	93	77	124	95	100	100	79	121
184	88	QG	228	C	4.2	17	371	87	164	131	104	778	200	374	297	350	336	351	308	125	34^	51^	42^	59^	77	79	57^
YOUNG AND THE RESTLESS				A	8.0	28	709	100	163	130	128	816	242	411	316	369	350	352	222	105	39^	75	47^	75	80	64	91
MON-FRI 12.30P	60	CBS	25	B	8.2	28	731	97	180	150	139	822	256	424	322	372	344	348	246	108	36	78	52	80	80	67	94
211	99	DD	221	C	7.9	29	703	109	190	156	128	866	269	451	342	389	355	368	274	122	20^	37	30^	51	67	72	45
12.30 - 1.00				A	7.7	28	686	97	165	131	121	804	233	402	311	363	346	350	231	110	41^	70	43^	79	77	62	94
1.00 - 1.30				A	8.3	28	732	101	162	128	135	827	250	419	321	375	354	354	213	100	37^	80	50	71	82	65	89

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																												
ABC WEEKEND SPECIALS(R)					A	1.7	6	151	1695	167^	483	333^	89v	448	153^	66v	87v	72v	81v	612	302^	310^	250^	362^	174^	188^	102v	260^
SAT	1.00P	30	ABC	4	B	2.1	8	188	1563	126^	456	328	94^	322	220	115^	105^	132^	89^	565	334	231	216	348	217	131^	161^	188
READ BETWEEN THE LINES, PT.1	134	65	CA	22	C	2.2	7	192	1434	144	476	339	98^	310	193	96^	97^	109^	84^	455	254	201	173	282	163	119^	128^	154
ALF-SAT MORN					A	4.5	19	399	1338	107^	420	329	57^	183	107^	61^	46^	48^	59^	627	350	277	321	307	172	135^	154^	152^
SAT	10.00A	30	NBC	4	B	4.5	19	401	1370	133	371	305	89	202	194	85	109	113	81	603	332	271	284	319	184	135	164	155
	207	99	CA	37	C	5.7	21	502	1466	135	365	301	83	223	218	100	118	138	80	660	335	324	271	389	205	184	195	193
ALL NEW POUND PUPPIES					A	2.1	14	186	1414	78v	288^	228^	47v	275^	90^	55v	35v	39v	51v	762	419	344	323^	439	219^	220^	217^	222^
SAT	8.30A	30	ABC	5	B	2.0	13	179	1303	105^	313	248	43v	187^	103^	46v	57^	64^	38v	701	372	329	324	376	197	179^	224	153^
	204	98	CA	27	C	2.6	14	233	1337	73^	275	220	42^	182	129	57^	72^	88^	42^	750	376	375	303	447	230	218	243	205
ALVIN AND THE CHIPMUNKS					A	4.9	20	434	1355	118^	367	302	86^	188	199	64^	135^	118^	82^	600	322	278	258	342	186	156	174	168
SAT	10.30A	30	NBC	4	B	4.9	19	434	1434	144	358	298	88	196	207	68^	138	117	90	674	346	328	299	374	189	185	187	187
	206	99	CA	46	C	6.0	21	528	1499	151	366	308	81	209	231	88	143	144	87	693	322	371	294	398	185	213	202	197
ANIMAL CRACK-UPS					A	3.8	14	337	1533	102^	463	335	94^	465	136^	59^	77^	82^	54^	468	208	260	222	246	107^	139^	141^	105^
SAT	12.00N	30	ABC	4	B	3.3	12	290	1509	127	477	343	92^	351	194	99^	96^	125	70^	486	239	247	203	282	138	144	165	118
	182	85	CL	38	C	3.4	12	303	1497	132	457	334	103	349	208	91	117	130	78^	482	254	227	189	293	155	138	145	148
BUGS BUNNY/TWEETY SHOW I					A	4.8	19	425	1647	114^	370	287	108^	369	176	96^	81^	95^	81^	733	375	358	306	426	213	214	224	203
SAT	11.00A	30	ABC	3	B	4.6	18	411	1554	120	347	273	118	351	189	102	88	98	92	666	349	317	272	394	211	183	206	188
	206	95	CA	3	C	4.6	18	411	1554	120	347	273	118	351	189	102	88	98	92	666	349	317	272	394	211	183	206	188
BUGS BUNNY/TWEETY SHOW II					A	5.2	20	461	1627	101^	394	300	122^	407	173	107^	66^	99^	74^	653	321	331	273	380	192	188	192	188
SAT	11.30A	30	ABC	3	B	4.7	18	416	1534	120	369	284	115	363	179	93	86	98	81^	623	315	308	246	377	197	180	205	172
	203	94	CA	3	C	4.7	18	416	1534	120	369	284	115	363	179	93	86	98	81^	623	315	308	246	377	197	180	205	172
DENNIS THE MENACE					A	3.2	13	284	1405	112^	340	249	107^	175^	190^	137^	53v	96^	95^	700	340	361	228	472	235	237	250	223^
SAT	11.30A	30	CBS	5	B	3.7	14	328	1507	123	361	277	82^	212	202	99^	103	130	72^	732	408	324	302	430	248	182	243	187
	185	90	CA	31	C	3.5	12	310	1535	123	361	266	87	245	215	106	109	134	81^	714	399	315	312	403	234	168	203	200
FLINTSTONE KIDS					A	3.4	16	301	1407	98^	279	222	78^	282	134^	99^	35v	67^	66^	712	388	324	271	442	248	194^	229	213
SAT	9.30A	30	ABC	3	B	3.5	16	313	1395	109^	285	230	83^	252	150	78^	72^	87^	63^	708	371	337	284	424	223	200	240	184
	204	98	CA	3	C	3.5	16	313	1395	109^	285	230	83^	252	150	78^	72^	87^	63^	708	371	337	284	424	223	200	240	184
FOOFUR					A	2.9	11	257	1504	122^	462	317	71^	197^	206^	100^	107^	136^	70^	638	367	271	267	371	200^	171^	209^	162^
SAT	12.00N	30	NBC	4	B	2.6	10	230	1510	164	426	320	100^	209	257	109^	148	139	118^	617	326	291	271	347	172	174	175	172
	159	82	CA	43	C	3.1	11	278	1491	157	402	322	102	238	248	103	145	147	101	603	296	306	273	330	156	174	170	160
FRAGGLE ROCK					A	4.4	17	390	1457	122^	383	294	81^	165	212	85^	127^	126^	86^	698	401	296	335	363	202	161^	178	185
SAT	11.00A	30	NBC	4	B	4.0	16	354	1485	156	388	312	84^	192	198	79^	120	116	82^	706	352	355	324	382	184	198	188	195
	201	99	CA	18	C	4.2	16	368	1481	155	389	309	72	188	230	84	147	141	89	675	308	366	313	362	160	201	182	179
GALAXY HIGH SCHOOL					A	3.3	12	292	1459	147^	299	213^	125^	242	279	153^	126^	156^	123^	639	385	254	187^	452	260	191^	198^	253
SAT	12.30P	30	CBS	5	B	3.7	14	328	1478	156	343	255	115	250	249	131	118	154	95^	636	342	293	235	400	216	184	200	201
	161	80	CA	27	C	3.1	11	274	1527	150	377	276	113	274	240	122	118	145	94	636	341	295	241	395	219	176	190	205

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25–31, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
GUMMI BEARS					A	2.2	19	195	1234	19v	309^	240^	73v	182^	128^	75v	53v	84v	44v	615	351	265^	250^	365	212^	154^	162^	204^
SAT	8.00A	30	NBC	4	B	2.3	19	199	1267	82^	375	291	67^	251	133^	69^	64^	89^	44^	508	282	225	196	311	166	145^	159	152^
	200	98	CA	18	C	3.0	21	269	1297	80^	313	240	59^	200	144	70^	74^	93^	51^	641	349	292	212	428	235	193	219	209
HELLO KITTY					A	1.6	14	142	1308	98v	356^	280^	41v	257^	120^	42v	78v	120^	<<	575	244^	330^	188^	387^	168^	219^	244^	142^
SAT	8.00A	30	CBS	5	B	1.6	13	144	1266	60^	354	240	72^	284	84^	33v	52v	73^	11v	543	289	255	235	308	165^	143^	196^	112^
	202	97	CA	46	C	2.0	13	180	1288	56^	301	203	45^	248	80^	45^	35v	51^	28v	660	333	327	229	431	224	207	261	170
I'M TELLING					A	2.7	10	239	1587	112^	477	320	73^	207^	260^	92^	169^	172^	88^	642	348	294	234^	409	227^	181^	205^	204^
SAT	12.30P	30	NBC	4	B	2.1	8	182	1546	136^	439	304	114^	234	265	109^	156^	143^	122^	608	329	279	247	361	186	175	178	183
	147	74	CA	42	C	2.4	8	216	1497	142	423	311	102^	243	258	98^	160	165	93^	572	282	290	214	358	176	181	174	184
LITTLE WIZARDS					A	1.3	11	115	1424	132v	427^	355^	77v	299^	115v	62v	53v	63v	53v	583	339^	244^	310^	273^	164^	109v	120v	153^
SAT	8.00A	30	ABC	3	B	1.4	11	121	1287	116^	379	319	64v	241^	141^	77v	64v	90^	52v	526	292^	234^	252^	274^	135^	140^	165^	109^
	201	98	CA	3	C	1.4	11	121	1287	116^	379	319	64v	241^	141^	77v	64v	90^	52v	526	292^	234^	252^	274^	135^	140^	165^	109^
MIGHTY MOUSE					A	3.2	13	284	1333	100^	307	245	77^	171^	105^	58v	48v	23v	82^	749	284	465	336	413	141^	272	307	106^
SAT	10.30A	30	CBS	5	B	3.8	15	335	1452	93^	318	256	64^	211	107	57^	51^	57^	50^	816	385	431	380	435	204	231	279	156
	202	96	CA	43	C	4.1	14	361	1484	91	334	261	62^	235	128	70^	58^	82	46^	787	414	373	380	407	215	193	251	157
MUPPET BABIES I					A	2.4	16	213	1208	60v	250^	163^	21v	207^	123^	58v	65v	123^	<<	628	266^	362	230^	398	173^	225^	261^	136^
SAT	8.30A	30	CBS	5	B	2.4	16	216	1270	56^	261	196	61^	213	116^	57^	59^	93^	23v	680	337	343	289	391	193	198	252	139^
	207	97	CA	46	C	3.4	18	303	1359	53^	255	186	37^	185	97	54^	43^	70^	27^	821	432	389	294	527	285	242	317	210
MUPPET BABIES II					A	3.0	17	266	1248	35v	228^	134^	13v	161^	110^	70^	39v	100^	9v	750	340	410	272	478	208^	270	318	160^
SAT	9.00A	30	CBS	5	B	3.4	18	305	1348	51^	262	203	37^	164	114	65^	49^	86^	28^	808	407	401	323	485	248	237	284	202
	207	97	CA	46	C	4.4	19	390	1416	55^	256	193	38^	173	104	55^	49^	73	31^	884	459	425	343	541	285	256	325	216
MUPPET BABIES III					A	3.8	18	337	1308	50^	210	172^	22v	128^	117^	66^	51^	90^	27v	853	381	472	326	527	225	302	338	189^
SAT	9.30A	30	CBS	5	B	4.2	19	370	1401	54^	268	212	46^	158	121	66^	54^	85^	36^	855	411	444	362	493	245	248	290	203
	206	97	CA	46	C	4.9	19	436	1453	62	265	207	43^	174	114	61	53^	79	35^	899	468	432	366	534	280	254	321	213
MY PET MONSTER					A	2.8	16	248	1405	68^	266	175^	70^	318	100^	76^	24v	33v	67^	721	429	292	263	458	274	184^	204^	254^
SAT	9.00A	30	ABC	5	B	2.9	15	257	1345	93^	287	220	72^	219	131	69^	61^	70^	60^	708	379	329	310	398	217	181	230	167
	205	97	CA	45	C	3.4	15	299	1422	72^	271	222	55^	189	155	76^	79^	106	49^	807	418	388	314	493	266	227	256	237
NEW ARCHIES					A	3.6	14	319	1527	121^	370	279	93^	178^	289	141^	148^	181^	108^	690	401	289	295	395	203	193^	214	182^
SAT	11.30A	30	NBC	4	B	3.5	14	310	1489	159	355	282	108	190	267	117	150	149	118	677	356	320	285	391	195	196	194	198
	184	93	CA	44	C	4.2	15	375	1498	170	370	305	96	204	268	113	155	158	110	656	312	344	285	371	179	192	181	190
PEE WEE'S PLAYHOUSE					A	4.5	19	399	1407	74^	238	197	60^	201	113^	45^	68^	78^	35v	855	337	518	351	505	184	320	323	181
SAT	10.00A	30	CBS	5	B	4.9	20	436	1426	66^	282	233	52^	191	100	41^	60^	65^	35^	852	388	465	380	472	215	257	285	188
	212	99	CL	46	C	5.8	21	514	1497	83	301	244	49^	212	119	49^	70	79	40^	865	428	437	390	475	229	246	291	185
POPEYE & SON					A	3.1	12	275	1446	129^	325	236	105^	171^	167^	90^	77^	56v	111^	783	365	418	266	517	236	281	321	196^
SAT	11.00A	30	CBS	5	B	4.0	15	353	1494	108	345	266	66^	189	167	76^	90^	108	58^	793	417	376	321	472	252	220	264	208
	197	95	CA	43	C	3.9	14	345	1526	108	339	259	75	223	190	95	95	122	68^	774	425	349	337	437	242	195	231	207
REAL GHOSTBUSTERS I CONT'D					A	4.2	18	372	1356	128^	244	214	82^	223	175	123^	53^	98^	77^	713	414	299	294	420	266	154^	251	168^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.25-31,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
REAL GHOSTBUSTERS I-CONT'D																												
SAT	10.00A	30	ABC	5	B	4.2	17	374	1398	122	305	251	85^	219	195	109	86^	119	76^	679	386	294	295	384	228	156	215	170
	207	97	CA	25	C	4.4	16	386	1459	111	324	261	89	237	201	108	93	125	76	696	425	272	297	400	255	144	223	177
REAL GHOSTBUSTERS II					A	4.6	19	408	1432	133^	265	232	82^	249	173	93^	80^	93^	80^	745	426	319	302	443	261	182	244	199
SAT	10.30A	30	ABC	5	B	4.7	18	420	1462	126	297	247	96	251	204	112	93	122	82	709	400	309	296	413	240	173	228	185
	207	97	CA	25	C	5.0	18	442	1489	123	325	265	107	259	223	121	102	134	89	683	412	271	287	396	251	145	217	179
SMURFS I					A	2.9	19	257	1244	26v	323	245^	81^	209^	85^	32v	53v	51v	35v	626	369	257	263	363	239^	124^	188^	175^
SAT	8.30A	30	NBC	4	B	3.1	20	272	1346	95^	387	319	79^	238	131	62^	70^	71^	60^	589	312	277	226	363	192	171	192	171
	202	99	CA	46	C	4.2	22	369	1367	81	330	269	56^	208	152	75	77	101	51^	677	365	313	268	409	225	184	216	193
SMURFS II					A	3.7	21	328	1346	94^	392	323	91^	220	90^	36v	55^	31v	60^	643	371	272	279	364	230	134^	205	159^
SAT	9.00A	30	NBC	4	B	4.0	21	350	1358	127	400	339	87^	237	137	63^	75^	74^	63^	584	295	289	236	348	179	169	189	158
	202	99	CA	46	C	5.3	23	469	1386	106	355	292	65	223	162	74	88	105	56	646	343	303	269	377	207	170	203	174
SMURFS III					A	4.5	21	399	1289	100^	385	326	103^	204	107^	55^	52^	43^	64^	593	318	275	283	310	173	137^	182	128^
SAT	9.30A	30	NBC	4	B	4.7	22	414	1355	124	383	331	83	215	152	70^	82	90	62^	606	302	303	262	344	170	173	184	160
	202	99	CA	46	C	6.0	23	531	1423	123	365	306	74	223	183	83	101	117	66	652	334	318	270	382	201	181	203	179
TEEN WOLF					A	2.9	11	257	1369	120^	349	234^	116^	218^	229^	143^	86^	147^	83^	574	351	223^	162^	412	250	161^	178^	233^
SAT	12.00N	30	CBS	5	B	3.8	14	333	1462	139	329	251	101	220	241	114	126	148	93^	672	369	303	241	431	236	195	220	211
	173	84	CA	28	C	3.2	11	284	1540	149	371	282	103	253	240	119	121	141	99	676	359	318	277	400	221	178	195	204

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

WEEKEND DAYTIME SPORTS

PROGRAM NAME / DAY / TIME #STNS / DUR CVG% / NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																									
ABC SCHLITZ PRO BOXING(S) SUN 3.30P 90 ABC 179 93 SE		A	3.0	8	266	1332	187^	446	219^	444	242	765	80^	198^	448	744	427	516	368	457	451	229^	66^	49v	56v
3.30 - 4.00		A	2.6	7	230	1320	168^	469	228^	464	262^	753	74^	225^	461	731	439	501	388	450	418	229^	52v	34v	46v
4.00 - 4.30		A	3.0	8	266	1280	180^	424	205^	423	238^	732	75^	162^	408	707	383	487	333	436	460	221^	72^	57v	52v
4.30 - 5.00		A	3.4	9	301	1388	207^	447	225	447	231	804	90^	209^	473	787	456	552	383	479	468	235	70^	54v	67^
AFC-NFC HALL OF FAME GAME(S) SAT 2.30P 176 ABC 213 98 SE LOS ANGELES VS CINCINNATI		A	4.8	16	425	1424	146^	415	228	381	176	799	104^	319	514	767	482	548	410	475	354	220	102^	95^	108^
2.30 - 3.00		A	4.1	14	363	1424	156^	437	265	399	195	747	90^	339	488	738	479	535	398	454	270	203	103^	93^	138^
3.00 - 3.30		A	4.7	17	416	1445	140^	431	245	392	165	821	113^	342	508	787	475	540	395	460	342	247	102^	99^	91^
3.30 - 4.00		A	4.6	15	408	1418	150^	433	232	398	189	797	115^	320	512	762	477	526	396	446	371	235	106^	101^	82^
4.00 - 4.30		A	4.9	16	434	1389	135^	398	198	368	150	805	98^	314	522	769	487	557	424	495	382	212	110^	108^	75^
4.30 - 5.00		A	5.3	17	470	1427	136	386	207	351	163	833	106^	324	542	792	501	577	436	512	378	215	96^	92^	112^
5.00 - 5.30		A	5.2	16	461	1459	166	420	232	387	203	786	100^	281	507	757	478	551	407	480	373	206	95^	77^	159
BUICK OPEN-SAT(S) SAT 2.30P 120 CBS 204 97 SE		A	2.4	8	213	1321	140^	578	171^	550	151^	654	5v	100^	226^	652	224^	243^	221^	240^	286^	409	37v	26v	52v
2.30 - 3.00		A	2.0	7	177	1396	147^	645	227^	604	158^	637	14v	108^	243^	634	239^	262^	228^	251^	247^	372	58v	35v	56v
3.00 - 3.30		A	2.4	8	213	1369	166^	589	193^	540	162^	648	<<	92^	211^	647	210^	225^	210^	225^	250^	421	44v	29v	89^
3.30 - 4.00		A	2.7	9	239	1291	141^	571	163^	548	153^	656	<<	99^	224^	655	222^	239^	222^	239^	309	415	31v	25v	33v
4.00 - 4.30		A	2.5	8	222	1246	107^	520	116^	518	132^	672	5v	103^	230^	668	226^	249^	225^	248^	327	419	20v	15v	35v
BUICK OPEN-SUN(S) SUN 4.33P 87 CBS 209 99 SE		A	4.6	13	408	1545	135^	590	162	588	185	819	34v	165	333	801	316	370	299	353	391	431	50^	35v	87^
4.30 - 5.00		A	4.5	13	399	1558	159^	576	188	569	203	830	45^	185	352	800	322	370	307	355	386	430	61^	46^	90^
5.00 - 5.30		A	4.9	14	434	1504	127^	562	149	562	172	805	33v	148	324	789	308	363	291	346	400	426	45^	33v	92^
5.30 - 6.00		A	4.5	12	399	1542	119^	618	150^	618	177	803	24v	162	317	796	310	368	294	351	377	428	44^	27v	76^
CBS SPORTS SATURDAY		A	3.1	10	275	1385	146^	469	217^	440	187^	733	20v	189^	341	720	327	409	321	402	371	311	81^	54v	102^
SAT 4.30P 90 CBS	4	B	3.3	10	295	1352	139	446	232	423	203	720	60^	189	382	697	359	428	322	391	391	269	64^	42^	122
209 99 SA	10	C	3.7	11	326	1423	168	516	276	487	244	673	79^	219	390	646	363	413	311	361	330	233	86^	48^	148
BUD BOXING/AMERICAN CUP GYM																									
4.30 - 5.00		A	2.7	9	239	1363	148^	515	220^	473	206^	683	17v	142^	277	673	267	334	260^	327	327	339	59v	31v	106^
5.00 - 5.30		A	3.1	10	275	1440	139^	450	229^	417	181^	765	16v	211^	374	751	360	447	359	445	381	304	101^	67^	124^
5.30 - 6.00		A	3.5	11	310	1352	151^	450	205	436	177^	743	26v	206	360	728	345	434	334	423	397	294	80^	60^	79^
INTERNATIONAL RACE-CHAMP.(S) CONT'D		A	3.0	8	266	1551	191^	446	232^	436	255	840	89^	280	546	804	510	598	457	545	472	205^	105^	87^	161^

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JUL. 25-31, 1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
INTERNATIONAL RACE-CHAMP-CONT'D																									
SUN 5.00P 60 ABC																									
192 94 SE																									
5.00 - 5.30		A	2.7	8	239	1525	212^	435	241^	428	256^	833	114^	303	560	787	514	602	446	534	462	185^	101^	77^	156^
5.30 - 6.00		A	3.4	9	301	1526	168^	441	218	429	246	820	66^	254	518	793	491	578	452	539	466	216	105^	93^	160^
NBC MAJOR LEAGUE PRE GAME		A	3.7	13	328	1459	128^	491	234	478	200	641	63^	233	411	633	402	405	348	350	257	227	85^	43v	242
SAT 3.00P 17 NBC	5	B	4.1	15	362	1360	121	428	188	410	162	613	77^	239	348	582	317	346	272	301	202	235	120	74^	200
203 99 SC	17	C	3.8	14	340	1353	138	430	216	409	190	599	83	234	351	567	319	356	268	306	214	211	137	95	187
NBC MAJOR LEAGUE BASEBALL		A	5.0	16	443	1384	88^	474	137^	467	148	710	38^	199	352	697	338	369	314	345	271	328	67^	49^	133^
SAT 3.17P 202 NBC	5	B	5.8	19	518	1360	114	428	153	416	158	732	59^	215	364	711	343	385	305	347	283	326	85	60^	115
203 99 SE	17	C	5.4	18	478	1363	122	440	176	427	168	721	61	213	355	700	333	382	294	342	287	318	94	67	108
NY YANKEES VS TORONTO																									
HOUSTON VS LOS ANGELES																									
3.00 - 3.30		A	3.5	12	310	1414	77^	532	193^	531	177^	642	51v	212	357	642	357	366	306	314	216	276	59^	22v	182^
3.30 - 4.00		A	4.4	15	390	1414	58^	472	144^	471	146^	713	31v	221	367	713	367	381	336	349	246	332	61^	44^	168
4.00 - 4.30		A	5.0	16	443	1399	50^	457	120^	445	115^	720	32v	202	342	717	339	356	311	327	249	361	72^	48^	150
4.30 - 5.00		A	5.4	17	478	1352	70^	443	112^	434	120^	717	39^	197	350	706	339	366	311	338	271	340	60^	45^	132^
5.00 - 5.30		A	5.4	17	478	1371	104^	466	129^	456	156	688	42^	186	353	667	332	363	312	343	283	304	70^	55^	146
5.30 - 6.00		A	5.4	17	478	1410	113^	504	141	496	167	727	42^	200	360	700	333	376	318	360	289	325	67^	54^	112^
6.00 - 6.30		A	5.1	15	452	1365	119^	485	156	477	173	724	36v	193	348	706	330	380	312	362	301	325	67^	51^	89^
6.30 - 7.00		A	4.7	13	416	1380	125^	497	151^	490	160	696	31v	186	323	682	309	362	293	345	281	321	89^	74^	97^
NFL PRE SEASON FTBL-NBC(S)		A	7.5	22	665	1453	194	448	251	430	243	757	96	271	464	717	424	488	369	433	352	229	110	87^	138
SUN 1.00P 204 NBC																									
201 98 SE																									
SAN FRANCISCO VS MIAMI																									
1.00 - 1.30		A	6.0	20	532	1404	178	412	222	396	219	767	103^	284	488	730	451	511	385	445	357	218	104^	72^	120
1.30 - 2.00		A	7.6	24	673	1463	205	430	256	408	245	782	110	306	492	744	453	511	382	439	351	233	113	89^	138
2.00 - 2.30		A	7.9	24	700	1462	183	419	241	408	241	780	99	285	483	735	438	494	384	440	350	241	109	78^	154
2.30 - 3.00		A	7.3	21	647	1444	196	458	257	449	263	731	94^	252	456	689	415	469	363	417	352	220	110	85^	144
3.00 - 3.30		A	7.8	22	691	1428	202	462	267	440	253	728	88^	247	444	687	403	472	355	424	357	216	118	98	120
3.30 - 4.00		A	7.8	22	691	1454	195	466	247	449	235	739	86^	248	428	699	388	461	342	415	348	238	108	89^	141
4.00 - 4.30		A	8.4	23	744	1487	190	479	256	452	239	762	88	276	456	729	422	500	368	445	345	229	104	91	141
SPORTSWORLD		A	6.1	17	540	1417	208	453	265	434	242	721	97^	299	482	685	447	521	385	459	339	164	131	111^	112^
SUN 4.24P 96 NBC	4	B	4.2	13	371	1445	224	531	313	500	283	688	85	280	443	660	415	486	357	428	330	175	106	72^	121
196 98 SA	18	C	3.5	10	311	1434	200	499	278	474	255	695	82	259	444	668	417	481	362	426	337	187	115	70^	125
4.00 - 4.30		A	6.0	17	532	1424	225	474	261	441	239	728	98^	296	448	700	421	490	351	420	319	210	103^	92^	120
4.30 - 5.00		A	6.5	18	576	1419	211	433	251	409	230	724	105^	316	474	690	440	511	370	441	319	179	140	116	122
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

JUL. 25-31, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																								
SPORTSWORLD-CONT'D																								
5.00 - 5.30	A	5.7	16	505	1422	212	446	262	429	240	737	103^	301	503	698	463	541	400	478	366	157	128	114^	110^
5.30 - 6.00	A	6.0	16	532	1438	202	485	290	473	262	714	84^	286	487	679	453	530	403	480	346	150	133	109^	106^
TALLADEGA 500-DIEHARD(S) SUN 1.00P 213 CBS 191 96 SE	A	3.7	11	328	1640	215	539	281	536	283	898	58^	331	553	870	524	598	495	569	435	271	85^	47v	117^
1.00 - 1.30	A	2.7	9	239	1574	227^	589	341	572	330	766	32v	285	501	750	485	556	469	540	388	194^	103^	52v	116^
1.30 - 2.00	A	3.4	11	301	1594	228	519	264	507	248	866	44v	328	576	836	547	608	532	593	425	228	95^	55^	115^
2.00 - 2.30	A	3.7	11	328	1635	228	539	295	538	297	899	61^	357	586	872	559	641	525	607	425	230	82^	43v	115^
2.30 - 3.00	A	4.0	12	354	1600	206	522	275	522	280	859	49^	309	520	834	494	573	471	549	434	261	102^	59^	117^
3.00 - 3.30	A	4.1	12	363	1633	205	527	273	527	282	909	65^	334	557	875	524	594	492	563	442	281	94^	56^	102^
3.30 - 4.00	A	3.8	11	337	1633	201	525	267	525	274	933	70^	351	559	901	528	605	489	567	433	296	58^	28v	118^
4.00 - 4.30	A	4.4	12	390	1647	202	522	252	522	264	934	69^	318	525	903	494	568	456	531	451	335	65^	36v	126^
4.30 - 5.00	A	4.8	13	425	1695	184	568	257	568	277	931	61^	304	514	896	479	530	453	503	412	366	65^	38v	132^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.25-31,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21+	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																												
BUSINESS WORLD					A	1.3	5	115	1056	156^	532^	87v	167^	531^	141v	167^	208^	340^	487^	159^	220^	486^	219^	194^	249^	223^	212^	24v
SUN	12.30P	30	ABC	5	B	1.4	5	120	1303	178^	614	123^	233^	587	193^	249^	266^	325	591	178^	270^	575	254^	219^	287	255^	253^	52v
	136	75	N	38	C	1.2	4	108	1305	185^	593	124^	249	583	221^	257	272	308	607	159^	295	595	282	256	324	296	245	31v
FACE THE NATION					A	2.4	10	213	1216	240^	631	101^	232^	615	194^	267^	322	326	509	164^	243^	509	243^	209^	247^	199^	229^	16v
SUN	10.30A	30	CBS	5	B	2.5	10	220	1308	216	646	120^	237	636	200	256	309	353	563	156	244	553	234	211	254	241	275	38v
	152	86	CC	45	C	2.4	8	211	1310	212	655	104^	222	646	192	235	294	391	573	133	256	562	246	221	263	246	274	26v
HEALTH SHOW					A	1.7	6	151	1462	101v	624	201^	345^	579	279^	303^	227^	255^	497	145^	305^	497	305^	250^	320^	288^	123^	95v
SAT	12.30P	30	ABC	4	B	1.7	6	148	1413	177^	580	217	340	552	265	310	215	195^	381	142^	244	378	240	201^	231	186^	108^	142^
	145	68	N	33	C	1.8	6	156	1376	215	591	208	336	567	257	317	262	196	394	163^	261	377	244	210	239	173	103^	126^
MEET THE PRESS					A	2.3	11	204	1255	198^	618	199^	347	567	284^	308^	257^	246^	540	94^	243^	540	243^	242^	250^	251^	289^	61v
SUN	9.30A	30	NBC	4	B	2.4	10	211	1317	224	662	140^	276	640	234	270	289	350	547	129^	245	526	224	211	261	274	252	39^
	160	90	CC	43	C	2.1	8	190	1322	195	651	134^	233	639	199	244	258	373	547	146	254	531	239	216	269	249	239	41^
SUNDAY MORNING					A	3.5	17	310	1342	293	759	119^	284	748	252	339	373	389	532	122^	236	532	236	220	273	273	243	9v
SUN	9.00A	90	CBS	5	B	3.6	17	317	1333	248	713	121	281	708	250	308	346	373	541	129	249	536	244	225	280	273	237	16v
	185	96	N	45	C	3.9	16	343	1323	227	673	110	247	668	222	275	322	373	563	120	263	557	257	236	285	291	251	19v
	9.00 - 9.30				A	2.8	15	248	1295	297	711	95^	262	697	240^	333	382	355	532	106^	217^	532	217^	205^	256	284	263	10v
	9.30 - 10.00				A	3.9	18	346	1325	272	762	111^	286	753	256	343	382	389	517	121^	224	517	224	203	255	269	241	9v
	10.00 - 10.30				A	4.0	17	354	1323	295	752	137^	282	743	244	321	340	392	521	129^	249	521	249	236	288	255	220	8v
SUNDAY TODAY					A	2.0	13	177	1283	254^	698	173^	417	664	370	385	347^	266^	480	116^	280^	475	275^	254^	265^	245^	189^	44v
SUN	8.00A	90	NBC	5	B	1.7	12	152	1232	244	677	139^	341	662	313	339	355	309	474	104^	253	460	239	232	253	266	199^	23v
	127	89	N	45	C	1.8	10	163	1247	208	593	141^	261	580	226	271	273	288	528	161	292	519	283	247	295	264	187	36v
	8.00 - 8.30				A	1.7	15	151	1215	230^	662	145^	348^	639	320^	337^	285^	297^	444	94v	248^	434	238^	214^	214^	222^	196^	54v
	8.30 - 9.00				A	2.3	16	204	1220	263^	659	160^	393	638	359	372	344	253^	439	104^	258^	437	256^	238^	246^	215^	173^	49v
	9.00 - 9.30				A	2.1	11	186	1347	251^	736	203^	479	682	404	419	384	242^	531	141^	317^	528	314^	291^	313^	285^	192^	29v
THIS WEEK-DAVID BRINKLEY					A	3.4	12	301	1248	130^	632	66^	161^	630	142^	178^	211	435	573	111^	201^	572	200^	172^	198^	206^	346	24v
SUN	11.30A	60	ABC	5	B	3.1	11	273	1322	134	630	78^	166	611	138	177	211	425	608	121^	225	602	220	204	243	245	344	37^
	201	99	N	38	C	3.2	10	280	1338	150	665	80^	177	653	152	186	259	454	582	117	248	571	237	217	262	244	289	36^
	11.30 - 12.00				A	3.2	11	284	1236	135^	646	77^	178^	645	152^	180^	197^	441	529	104^	191^	529	191^	161^	187^	183^	312	32v
	12.00 - 12.30				A	3.6	12	319	1258	126^	618	56^	145^	617	134^	177^	224	430	612	117^	210	611	209	181^	207	226	376	16v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JUL. 25, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.6	48.5	48.4	49.6	50.0	51.9	52.7	54.8	57.0	58.8	59.6	59.8	59.1	59.4	59.1	57.6
ABC TV					←ABC MONDAY NIGHT BASEBALL→ NEW YORK METS VS PHILADELPHIA LOS ANGELES VS SAN FRANCISCO (MULTI SEGMENT)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)					7,440 8.4	7.7 *		8.6 *		8.4 *		8.3 *		8.8 *		8.6 *
SHARE AUDIENCE %					15	16 *		17 *		15 *		14 *		15 *		15 *
AVG. AUD. BY 1/4 HR %					7.8	7.7	8.5	8.6	8.5	8.2	8.1	8.5	8.9	8.8	8.7	8.4
CBS TV					←BLUE SKIES→				← MISS TEEN USA (PAE) →							
AVERAGE AUDIENCE (Hhlds (000) & %)					8,680 9.8	9.4 *		10.3 *	13,380 15.1	12.5 *		14.4 *		16.3 *		17.4 *
SHARE AUDIENCE %					19	18 *		19 *	26	22 *		24 *		28 *		30 *
AVG. AUD. BY 1/4 HR %					9.0	9.7	10.2	10.4	11.7	13.3	14.1	14.7	16.1	16.6	17.1	17.7
NBC TV					ALF (R)		HOGAN FAMILY (R)		←NBC MONDAY NIGHT MOVIES→ THE DELIBERATE STRANGER, PT.2 (R)							
AVERAGE AUDIENCE (Hhlds (000) & %)					12,230 13.8		12,140 13.7		16,660 18.8	17.0 *		18.1 *		19.7 *		20.4 *
SHARE AUDIENCE %					27		25		32	29 *		30 *		33 *		35 *
AVG. AUD. BY 1/4 HR %					13.1	14.5	13.0	14.5	16.5	17.6	17.9	18.3	19.4	19.9	20.6	20.2
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	13.1		13.0		12.6		14.3		14.8		15.3		12.3		10.7	
SHARE AUDIENCE %	27		27		25		27		26		26		21		18	
SUPERSTATIONS																
AVERAGE AUDIENCE	3.0		3.3		3.4		4.0		4.0		4.0		2.7		2.2	
SHARE AUDIENCE %	6		7		7		7		7		7		5		4	
PBS																
AVERAGE AUDIENCE	1.2		1.8		2.1		2.2		2.0		1.8		1.2		1.1	
SHARE AUDIENCE %	2		4		4		4		3		3		2		2	
CABLE ORIG.																
AVERAGE AUDIENCE	4.8		5.4		5.6		6.6		6.9		6.8		6.1		5.5	
SHARE AUDIENCE %	10		11		11		12		12		11		10		9	
PAY SERVICES																
AVERAGE AUDIENCE	1.4		1.8		2.4		2.6		3.3		2.7		2.4		2.3	
SHARE AUDIENCE %	3		4		5		5		6		5		4		4	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. JUL. 26, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.8	47.6	47.7	49.0	49.9	51.6	52.9	54.7	54.6	55.3	55.7	56.2	56.2	55.6	54.5	52.8
ABC TV					WHO'S THE BOSS? (R)		FULL HOUSE-TUE. (R)		←MOONLIGHTING (R)(PAE)→				←THIRTYSOMETHING (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					12,050 13.6		11,870 13.4		7,710 8.7	9.1 *		8.3 *	8,150 9.2	8.8 *		9.5 *
SHARE AUDIENCE %					27		25		16	17 *		15 *	17	16 *		18 *
AVG. AUD. BY 1/4 HR %					12.8	14.4	13.3	13.5	9.5	8.8	8.4	8.3	8.6	9.0	9.3	9.7
CBS TV					←CBS SUMMER PLAYHOUSE SILENT WHISPER→				←CBS TUESDAY MOVIE LASSITER (R)(PAE)→							
AVERAGE AUDIENCE (Hhlds (000) & %)					5,760 6.5	6.4 *		6.6 *	8,510 9.6	9.7 *		9.8 *		9.5 *		9.3 *
SHARE AUDIENCE %					12	13 *		12 *	17	18 *		18 *		17 *		17 *
AVG. AUD. BY 1/4 HR %					6.4	6.4	6.4	6.8	9.7	9.7	9.8	9.7	9.6	9.3	9.4	9.2
NBC TV					←MATLOCK (R)→				←IN THE HEAT OF THE NIGHT (R)→							
AVERAGE AUDIENCE (Hhlds (000) & %)					10,100 11.4	10.9 *		11.9 *	11,960 13.5	12.1 *		13.1 *		14.0 *		14.6 *
SHARE AUDIENCE %					22	21 *		22 *	24	22 *		23 *		25 *		27 *
AVG. AUD. BY 1/4 HR %					10.7	11.0	11.7	12.1	11.8	12.5	12.9	13.3	13.8	14.2	14.7	14.5
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	13.0		12.5		11.6		12.1		14.1		15.0		13.9		12.2	
SHARE AUDIENCE %	28		26		23		22		26		27		25		23	
SUPERSTATIONS AVERAGE AUDIENCE	3.1		3.2		3.0		3.2		4.1		4.4		4.0		3.5	
SHARE AUDIENCE %	7		7		6		6		7		8		7		7	
PBS AVERAGE AUDIENCE	1.3		1.9		2.2		2.7		2.2		2.4		2.3		2.4	
SHARE AUDIENCE %	3		4		4		5		4		4		4		4	
CABLE ORIG. AVERAGE AUDIENCE	5.0		5.3		5.5		6.1		6.6		6.5		6.4		6.3	
SHARE AUDIENCE %	11		11		11		11		12		12		11		12	
PAY SERVICES AVERAGE AUDIENCE	2.3		2.3		2.8		3.3		4.5		4.3		4.5		3.4	
SHARE AUDIENCE %	5		5		6		6		8		8		8		6	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. JUL. 27, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.4	47.3	47.4	48.6	49.0	50.3	51.1	52.2	51.8	52.6	53.4	54.1	52.5	52.4	51.0	49.0
ABC TV					GROWING PAINS (R)		HEAD OF THE CLASS (R)		HOOPERMAN (R)		SLAP MAXWELL (R)(PAE)		←SPENSER: FOR HIRE→ (R)			
AVERAGE AUDIENCE (Hhlds (000))					11,080		10,010		7,710		6,110		8,950			
AVERAGE AUDIENCE (%)					12.5		11.3		8.7		6.9		10.1	9.7 *		10.4 *
SHARE AUDIENCE %					25		22		17		13		20	19 *		21 *
AVG. AUD. BY 1/4 HR %					12.2	12.8	11.3	11.3	8.6	8.7	6.8	7.0	9.3	10.2	10.3	10.6
CBS TV					←JAKE AND THE FATMAN→ (R)(PAE)				←EQUALIZER→ (R)				←WISEGUY→ (R)			
AVERAGE AUDIENCE (Hhlds (000))					9,040				8,590				9,300			
AVERAGE AUDIENCE (%)					10.2	9.7 *		10.6 *	9.7	9.3 *		10.1 *	10.5	10.2 *		10.8 *
SHARE AUDIENCE %					20	19 *		20 *	18	18 *		19 *	21	19 *		22 *
AVG. AUD. BY 1/4 HR %					9.5	9.9	10.7	10.6	9.2	9.4	10.0	10.2	10.2	10.3	10.8	10.9
NBC TV					WEDNESDAY NIGHT SURPRISE (R)				←FUNNY PEOPLE→				←ST. ELSEWHERE→ (R)			
AVERAGE AUDIENCE (Hhlds (000))					7,530				9,390				6,110			
AVERAGE AUDIENCE (%)					8.5	8.3 *		8.6 *	10.6	10.4 *		10.8 *	6.9	6.9 *		6.8 *
SHARE AUDIENCE %					17	17 *		17 *	20	20 *		20 *	13	13 *		14 *
AVG. AUD. BY 1/4 HR %					8.4	8.3	8.5	8.8	10.9	9.9	11.1	10.5	7.1	6.8	6.7	7.0

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.9	12.3	12.3	13.0	14.3	15.5	15.6	13.0
SHARE AUDIENCE %	28	26	25	25	27	29	30	26
SUPERSTATIONS AVERAGE AUDIENCE	2.8	2.9	3.0	3.4	3.9	4.3	3.8	3.1
SHARE AUDIENCE %	6	6	6	7	7	8	7	6
PBS AVERAGE AUDIENCE	1.3	1.8	1.8	2.2	1.9	2.3	2.4	2.0
SHARE AUDIENCE %	3	4	4	4	4	4	5	4
CABLE ORIG. AVERAGE AUDIENCE	5.0	5.4	5.6	6.2	6.8	7.5	7.2	6.8
SHARE AUDIENCE %	11	11	11	12	13	14	14	14
PAY SERVICES AVERAGE AUDIENCE	1.6	2.2	2.7	3.3	3.9	3.7	4.0	3.8
SHARE AUDIENCE %	3	5	5	6	7	7	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JUL. 28, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	45.9	46.9	47.0	48.5	48.1	49.7	50.1	51.2	52.0	53.3	53.8	55.0	52.7	52.4	51.5	50.2
ABC TV					←ABC THURSDAY NIGHT MOVIE KING OF THE GYPSIES (R)(PAE)→								←HOTHOUSE→			
AVERAGE AUDIENCE (Hhlds (000))					5,670								5,140			
AVERAGE AUDIENCE (%)					6.4	6.3 *		6.1 *		6.7 *		6.6 *	5.8	5.5 *		6.1 *
SHARE AUDIENCE %					12	13 *		12 *		13 *		12 *	11	10 *		12 *
AVG. AUD. BY 1/4 HR %					6.6	6.1	6.2	6.0	6.9	6.6	6.6	6.6	5.5	5.5	5.8	6.4
CBS TV					←48 HOURS TIME & PUNISHMENT→				←SIMON & SIMON (R)(PAE)→				←CAGNEY & LACEY (R)→			
AVERAGE AUDIENCE (Hhlds (000))					7,530				7,090				6,650			
AVERAGE AUDIENCE (%)					8.5	8.0 *		8.9 *	8.0	7.7 *		8.3 *	7.5	7.3 *		7.7 *
SHARE AUDIENCE %					17	16 *		18 *	15	15 *		15 *	15	14 *		15 *
AVG. AUD. BY 1/4 HR %					7.9	8.2	8.8	9.0	7.6	7.9	8.1	8.5	7.3	7.4	7.6	7.8
NBC TV					BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		CHEERS (R)		NIGHT COURT (R)		←L.A. LAW (R)→			
AVERAGE AUDIENCE (Hhlds (000))					15,590		15,590		15,060		15,240		13,560			
AVERAGE AUDIENCE (%)					17.6		17.6		17.0		17.2		15.3	15.2 *		15.5 *
SHARE AUDIENCE %					36		35		32		31		30	29 *		31 *
AVG. AUD. BY 1/4 HR %					16.1	19.1	17.4	17.8	16.6	17.4	17.0	17.5	15.2	15.2	15.4	15.6
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.8		12.0		10.4		10.9		13.2		13.7		14.7		13.0	
SHARE AUDIENCE %	28		25		21		22		25		25		28		26	
SUPERSTATIONS AVERAGE AUDIENCE	2.9		2.6		2.2		2.4		3.6		3.7		3.6		3.3	
SHARE AUDIENCE %	6		5		4		5		7		7		7		6	
PBS AVERAGE AUDIENCE	1.1		1.8		2.3		2.5		2.6		2.7		2.3		2.1	
SHARE AUDIENCE %	2		4		5		5		5		5		4		4	
CABLE ORIG. AVERAGE AUDIENCE	4.7		5.2		5.0		5.8		6.3		6.7		7.4		6.4	
SHARE AUDIENCE %	10		11		10		11		12		12		14		13	
PAY SERVICES AVERAGE AUDIENCE	2.4		2.4		2.6		2.7		3.0		3.4		4.0		3.7	
SHARE AUDIENCE %	5		5		5		5		6		6		8		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JUL.29, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	43.0	43.4	43.2	43.6	43.3	44.2	44.7	45.5	46.4	47.5	48.5	49.1	49.3	49.0	48.6	48.7
ABC TV					PERFECT STRANGERS (R)		FULL HOUSE (R)		MR. BELVEDERE (R)		I MARRIED DORA (R)(PAE)		←20/20→			
AVERAGE AUDIENCE (Hhlds (000) & %)					7,270		8,680		8,950		8,510		10,630			
					8.2		9.8		10.1		9.6		12.0	12.1 *		11.8 *
SHARE AUDIENCE %					19		22		22		20		25	25 *		24 *
AVG. AUD. BY 1/4 HR %					8.0	8.5	9.3	10.2	9.8	10.3	9.4	9.8	12.2	12.1	12.0	11.6
CBS TV					←20 ANNIV OF CLOWN COLLEGE (R)→				←CBS FRIDAY MOVIE MILES TO GO (R)(PAE)→							
AVERAGE AUDIENCE (Hhlds (000) & %)					4,430				5,940							
					5.0	5.1 *		4.8 *	6.7	6.0 *		6.8 *		6.8 *		7.3 *
SHARE AUDIENCE %					11	12 *		11 *	14	13 *		14 *		14 *		15 *
AVG. AUD. BY 1/4 HR %					5.1	5.1	4.8	4.7	5.8	6.2	6.7	6.9	7.0	6.7	7.1	7.4
NBC TV					<BEST OF TV BLOOPERS-JOKES> (R)				←BLACKE'S MAGIC (R)→				←MIAMI VICE (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					6,820				6,110				8,770			
					7.7	7.5 *		7.9 *	6.9	6.6 *		7.2 *	9.9	9.0 *		10.7 *
SHARE AUDIENCE %					17	17 *		18 *	14	14 *		15 *	20	18 *		22 *
AVG. AUD. BY 1/4 HR %					7.2	7.8	8.0	7.8	6.7	6.4	6.9	7.4	8.5	9.5	10.4	11.1
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	12.7		13.5		13.6		13.8		15.1		15.0		13.7		10.7	
SHARE AUDIENCE %	29		31		31		31		32		31		28		22	
SUPERSTATIONS																
AVERAGE AUDIENCE	3.1		3.8		4.3		4.5		5.5		5.2		4.7		2.4	
SHARE AUDIENCE %	7		9		10		10		12		11		10		5	
PBS																
AVERAGE AUDIENCE	1.2		1.8		2.0		1.8		1.5		1.5		1.5		1.4	
SHARE AUDIENCE %	3		4		5		4		3		3		3		3	
CABLE ORIG.																
AVERAGE AUDIENCE	5.1		5.3		5.4		5.4		5.8		6.3		5.4		5.7	
SHARE AUDIENCE %	12		12		12		12		12		13		11		12	
PAY SERVICES																
AVERAGE AUDIENCE	2.2		2.8		3.4		3.4		3.8		3.9		3.7		4.1	
SHARE AUDIENCE %	5		6		8		8		8		8		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JUL.30, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	36.3	37.5	37.7	38.6	41.3	42.3	43.1	44.2	45.9	47.6	47.5	47.8	46.6	46.6	46.0	46.2	44.6	42.3
ABC TV					←SUPERCARRIER (R)→				←OHARA (R)(PAE)→				←HOTEL (R)→					
AVERAGE AUDIENCE (Hhlds (000) & %)					4,430 5.0	4.7 *		5.2 *	5,320 6.0	5.7 *		6.4 *	4,160 4.7	4.5 *		4.9 *		
SHARE AUDIENCE %					12	11 *		12 *	13	12 *		13 *	10	10 *		11 *		
AVG. AUD. BY 1/4 HR %					4.9	4.6	5.1	5.3	5.4	5.9	6.4	6.5	4.5	4.5	4.6	5.3		
CBS TV					KATE & ALLIE (R)		FRANK'S PLACE (R)		←TOUR OF DUTY (R)(PAE)→				←WEST 57TH→					
AVERAGE AUDIENCE (Hhlds (000) & %)					5,140 5.8		3,990 4.5		4,870 5.5	5.1 *		5.9 *	5,760 6.5	6.5 *		6.5 *		
SHARE AUDIENCE %					14		10		12	11 *		12 *	14	14 *		14 *		
AVG. AUD. BY 1/4 HR %					5.8	5.9	4.6	4.5	4.8	5.4	5.9	5.9	6.4	6.6	6.5	6.4		
NBC TV					FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS (R)		AMEN (R)		←HUNTER (R)→					
AVERAGE AUDIENCE (Hhlds (000) & %)					7,350 8.3		10,810 12.2		15,150 17.1		12,850 14.5		13,820 15.6	15.3 *		15.9 *		
SHARE AUDIENCE %					20		28		37		30		34	33 *		34 *		
AVG. AUD. BY 1/4 HR %					7.8	8.8	11.3	13.0	16.4	17.8	14.4	14.6	15.2	15.4	15.9	15.8		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	11.3		12.0		12.6		11.9		10.6		11.0		10.5		9.3		8.5	
SHARE AUDIENCE %	31		31		30		27		23		23		23		20		20	
SUPERSTATIONS																		
AVERAGE AUDIENCE	3.2		3.6		3.8		3.7		3.6		3.3		2.9		2.3		2.1	
SHARE AUDIENCE %	9		9		9		8		8		7		6		5		5	
PBS																		
AVERAGE AUDIENCE	2.0		2.2		2.4		2.7		2.2		2.7		2.1		2.1		1.5	
SHARE AUDIENCE %	5		6		6		6		5		6		5		5		3	
CABLE ORIG.																		
AVERAGE AUDIENCE	5.9		6.0		6.4		5.9		5.5		6.1		6.3		6.0		5.0	
SHARE AUDIENCE %	16		16		15		14		12		13		14		13		12	
PAY SERVICES																		
AVERAGE AUDIENCE	2.4		2.4		2.5		2.7		3.1		3.0		3.5		3.4		3.9	
SHARE AUDIENCE %	7		6		6		6		7		6		8		7		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JUL.30, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		37.8	35.9	32.9	30.8	28.5	26.3	22.4	20.1	17.6	16.1	14.3	13.0	12.2	11.2
ABC TV		(1)													
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,510 1.7													
SHARE AUDIENCE	%	5													
AVG. AUD. BY 1/4 HR	%	1.7													
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)	{														
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV		← M.JACKSON AROUND-WORLD (11:30-12:54)(PAE) →													
AVERAGE AUDIENCE (Hhlds (000) & %)	{	7,710 8.7	9.7 *		8.5 *										
SHARE AUDIENCE	%	27	27 *		27 *										
AVG. AUD. BY 1/4 HR	%	10.1	9.3	8.7	8.2	8.1									
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		8.6		7.7		7.3		6.0		4.4		3.5		2.9	
SHARE AUDIENCE %		23		24		27		28		26		26		25	
SUPERSTATIONS															
AVERAGE AUDIENCE		2.3		2.4		2.1		1.7		0.9		0.8		0.7 ^	
SHARE AUDIENCE %		6		8		8		8		5		6		6 ^	
PBS															
AVERAGE AUDIENCE		1.2		0.7 ^		0.5 ^		0.4 ^		0.3 ^		0.2 ^		0.2 ^	
SHARE AUDIENCE %		3		2 ^		2 ^		2 ^		2 ^		1 ^		2 ^	
CABLE ORIG.															
AVERAGE AUDIENCE		4.5		3.6		3.3		2.9		2.3		2.2		2.1	
SHARE AUDIENCE %		12		11		12		14		14		16		18	
PAY SERVICES															
AVERAGE AUDIENCE		4.3		4.2		3.1		2.8		2.6		2.3		2.1	
SHARE AUDIENCE %		12		13		11		13		15		17		18	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUL.31, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.0	45.3	46.4	47.0	48.4	50.5	52.0	53.6	53.2	54.5	55.3	55.6	55.0	55.3	54.9	53.9	46.6	40.9
ABC TV	←DISNEY SUNDAY MOVIE→ SUNDAY DRIVE, PT.1 (R)				←MACGYVER→ (R)				←ABC SUNDAY NIGHT MOVIE→ OBSESSED WITH A MARRIED WOMAN (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)	5,490				6,910				9,480									
	6.2	5.8 *		6.5 *	7.8	6.9 *		8.7 *	10.7	10.1 *		10.1 *		10.9 *		11.9 *		
SHARE AUDIENCE %	14	13 *		14 *	15	14 *		16 *	20	19 *		18 *		20 *		22 *		
AVG. AUD. BY 1/4 HR %	5.8	5.9	6.4	6.6	6.6	7.3	8.5	9.0	10.0	10.3	10.0	10.1	10.8	10.9	11.8	12.1		
CBS TV	←60 MINUTES→				←MURDER, SHE WROTE→ (R)				←CBS SUNDAY MOVIE→ VITAL SIGNS (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)	12,490				12,760				11,080									
	14.1	13.6 *		14.6 *	14.4	13.6 *		15.2 *	12.5	11.9 *		12.1 *		12.8 *		13.1 *		
SHARE AUDIENCE %	31	30 *		31 *	28	27 *		29 *	23	22 *		22 *		23 *		24 *		
AVG. AUD. BY 1/4 HR %	13.1	14.1	14.7	14.5	13.4	13.8	15.0	15.4	11.9	12.0	12.0	12.1	12.7	12.8	13.0	13.3		
NBC TV	FAMILY TIES (R)		MY TWO DADS (R)		←NBC SUNDAY NIGHT MOVIE→ THE KILLING FIELDS													
AVERAGE AUDIENCE (Hhlds (000) & %)	5,670		6,020		9,210													
	6.4		6.8		10.4	9.5 *		9.5 *		10.6 *		10.4 *		11.3 *		11.3 *		
SHARE AUDIENCE %	14		14		19	19 *		18 *		20 *		19 *		20 *		21 *		
AVG. AUD. BY 1/4 HR %	6.1	6.6	6.5	7.1	9.4	9.5	9.5	9.5	10.7	10.5	10.5	10.3	11.1	11.4	11.4	11.3		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	11.9		12.3		13.2		12.9		13.3		13.1		12.0		10.4		7.5	
SHARE AUDIENCE %	27		26		27		24		25		24		22		19		17	
SUPERSTATIONS																		
AVERAGE AUDIENCE	3.1		3.1		2.8		2.7		3.1		3.3		3.3		3.3		2.8	
SHARE AUDIENCE %	7		7		6		5		6		6		6		6		6	
PBS																		
AVERAGE AUDIENCE	1.3		1.6		2.3		2.8		2.4		2.7		1.8		1.6		1.4	
SHARE AUDIENCE %	3		3		5		5		4		5		3		3		3	
CABLE ORIG.																		
AVERAGE AUDIENCE	5.2		4.9		4.3		5.0		5.7		6.7		5.8		5.4		3.8	
SHARE AUDIENCE %	12		10		9		9		11		12		11		10		9	
PAY SERVICES																		
AVERAGE AUDIENCE	3.1		3.3		3.8		3.1		4.5		5.6		5.8		5.3		3.6	
SHARE AUDIENCE %	7		7		8		6		8		10		11		10		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	34.3	30.3	26.0	23.3	20.4	18.9	16.3	14.7	12.6	11.2	10.1	9.0	8.1	7.5
ABC TV	(1)													
AVERAGE AUDIENCE (Hhlds (000))	1,680													
AVERAGE AUDIENCE (%)	1.9													
SHARE AUDIENCE %	10													
AVG. AUD. BY 1/4 HR %	1.9													
CBS TV	CBS SUNDAY NEWS													
AVERAGE AUDIENCE (Hhlds (000))	2,840													
AVERAGE AUDIENCE (%)	3.2													
SHARE AUDIENCE %	7													
AVG. AUD. BY 1/4 HR %	3.2													
NBC TV	(2)	(PAE)												
AVERAGE AUDIENCE (Hhlds (000))	1,680													
AVERAGE AUDIENCE (%)	1.9													
SHARE AUDIENCE %	6													
AVG. AUD. BY 1/4 HR %	1.9													
INDEPENDENTS (INCL. SUPERSTATIONS)														
AVERAGE AUDIENCE	6.4		4.6		4.0		2.7		2.3		1.8		1.4	
SHARE AUDIENCE %	20		19		20		17		19		19		18	
SUPERSTATIONS														
AVERAGE AUDIENCE	2.0		1.3		1.2		0.7 ^		0.6 ^		0.7 ^		0.5 ^	
SHARE AUDIENCE %	6		5		6		5 ^		5 ^		7 ^		6 ^	
PBS														
AVERAGE AUDIENCE	1.4		0.9		0.7 ^		0.4 ^		0.2 ^		0.1 v		0.1 v	
SHARE AUDIENCE %	4		4		4 ^		3 ^		2 ^		1 v		1 v	
CABLE ORIG.														
AVERAGE AUDIENCE	3.5		2.5		2.1		1.6		1.6		1.4		1.3	
SHARE AUDIENCE %	11		10		11		10		13		15		17	
PAY SERVICES														
AVERAGE AUDIENCE	3.1		3.4		3.4		3.1		2.3		2.2		2.0	
SHARE AUDIENCE %	10		14		17		20		19		23		26	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SUN.,ABC,(11:30-11:45)
(2) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL.25-29,1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.7	8.7	9.9	11.4	13.4	15.0	15.9	16.7	17.9	19.1	19.9	20.4	21.4	22.4	22.8	23.2	21.7	22.4
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,100 1.2		1,510 1.7			2,800 3.2				2,760 3.1							
SHARE AUDIENCE %		14		15			19				15							
AVG. AUD. BY 1/4 HR %		1.2		1.7			3.2	3.1			3.2	3.1						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)			760 0.9				1,650 1.9				1,770 2.0						2,570 2.9	
SHARE AUDIENCE %			9				12				10						13	
AVG. AUD. BY 1/4 HR %			0.8	0.9			1.9	1.8			1.9	2.1					2.7	3.1
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,560 1.8						3,460 3.9				3,530 4.0						2,690 3.0	
SHARE AUDIENCE %	20						24				20						13	
AVG. AUD. BY 1/4 HR %	1.5	2.0					3.8	4.0			4.0	4.0					2.9	3.2
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	1.5		2.2		3.6		4.8		5.9		6.7		5.8		5.8		5.8	
SHARE AUDIENCE %	19		21		25		29		32		33		27		25		26	
SUPERSTATIONS AVERAGE AUDIENCE	0.7		0.9		1.3		1.7		1.9		2.2		2.1		2.2		2.0	
SHARE AUDIENCE %	9		8		9		10		10		11		9		9		9	
PBS AVERAGE AUDIENCE	<<		0.1	^	0.3	^	0.6		0.9		1.3		1.4		1.5		1.3	
SHARE AUDIENCE %	<<		1	^	2	^	3		5		6		6		6		6	
CABLE ORIG. AVERAGE AUDIENCE	1.3		1.5		1.7		1.8		2.1		2.5		2.7		2.8		2.9	
SHARE AUDIENCE %	15		14		12		11		11		12		12		12		13	
PAY SERVICES AVERAGE AUDIENCE	0.8		0.7		0.8		0.7		0.9		0.9		1.2		1.2		1.1	
SHARE AUDIENCE %	9		7		5		4		5		4		5		5		5	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL.25-29,1988

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	22.7	23.4	23.4	24.3	24.7	25.4	26.5	27.5	28.3	29.3	30.6	31.1	30.5	30.7	29.5	29.6	29.5	29.8
ABC TV			GROWING PAINS M-F		HOME		RYAN'S HOPE		LOVING		←—ALL MY CHILDREN—→				←—ONE LIFE TO LIVE (PAE)—→			
AVERAGE AUDIENCE (Hhlds (000) & %)			3,370		2,230		1,910		3,100		5,810				6,220			
			3.8		2.5		2.2		3.5		6.6	6.2 *		6.9 *	7.0	6.9 *		7.1 *
SHARE AUDIENCE %			16		10		8		12		21	20 *		23 *	24	23 *		24 *
AVG. AUD. BY 1/4 HR %			3.6	3.9	2.5	2.4	2.1	2.2	3.4	3.6	5.9	6.4	6.8	7.0	6.9	7.0	7.1	7.1
CBS TV	NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				←—YOUNG AND THE RESTLESS—→				BOLD AND THE BEAUTIFUL		←—AS THE WORLD TURNS—→			
AVERAGE AUDIENCE (Hhlds (000) & %)	2,780		4,450		5,940				7,090				5,090		6,020			
	3.1		5.0		6.7				8.0	7.7 *		8.3 *	5.7		6.8	6.7 *		6.9 *
SHARE AUDIENCE %	14		21		27				28	28 *		28 *	19		23	22 *		23 *
AVG. AUD. BY 1/4 HR %	3.0	3.2	4.7	5.4	6.4	7.0			7.5	8.0	8.2	8.3	5.7	5.8	6.6	6.7	6.9	6.9
NBC TV	CLASSIC CONCENTRATION		WHEEL OF FORTUNE		WIN, LOSE OR DRAW		SUPER PASSWORD		SCRABBLE		←—DAYS OF OUR LIVES—→				←—ANOTHER WORLD (PAE)—→			
AVERAGE AUDIENCE (Hhlds (000) & %)	3,540		4,550		3,990		3,070		4,080		7,140				4,450			
	4.0		5.1		4.5		3.5		4.6		8.1	7.9 *		8.3 *	5.0	5.2 *		4.9 *
SHARE AUDIENCE %	17		21		18		13		16		26	25 *		27 *	17	17 *		16 *
AVG. AUD. BY 1/4 HR %	3.8	4.1	5.1	5.2	4.3	4.7	3.3	3.5	4.5	4.7	7.7	8.1	8.4	8.1	5.3	5.0	4.9	4.9
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	5.7		5.0		5.4		5.9		6.5		5.8		6.3		6.4		6.7	
SHARE AUDIENCE %	25		21		22		22		22		19		21		22		22	
SUPERSTATIONS AVERAGE AUDIENCE	2.0		1.8		1.9		2.0		2.2		1.7		1.7		1.7		1.7	
SHARE AUDIENCE %	9		7		8		7		8		6		5		6		6	
PBS AVERAGE AUDIENCE	1.1		0.9		0.8		0.9		0.9		0.9		0.8		0.7		0.7	
SHARE AUDIENCE %	5		4		3		3		3		3		3		2		2	
CABLE ORIG. AVERAGE AUDIENCE	2.8		2.8		2.9		3.4		3.3		3.7		3.5		3.7		3.6	
SHARE AUDIENCE %	12		12		12		12		12		12		11		12		12	
PAY SERVICES AVERAGE AUDIENCE	1.3		1.4		1.2		1.3		1.4		1.4		1.3		1.3		1.3	
SHARE AUDIENCE %	6		6		5		5		5		5		4		4		4	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	29.0	29.4	29.7	30.4	30.5	31.7	32.6	33.9	34.7	36.6	38.0	39.6	44.5	45.6	46.1	46.4
ABC TV	←GENERAL HOSPITAL→														ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Hhlds (000) & %)	6,330 7.1	7.1 *		7.2 *											7,730 8.7	
SHARE AUDIENCE %	24	24 *		24 *											19	
AVG. AUD. BY 1/4 HR %	7.1	7.1	7.1	7.2											8.4	9.0
CBS TV	←GUIDING LIGHT (PAE)→														CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Hhlds (000) & %)	5,420 6.1	6.2 *		6.0 *											7,850 8.9	
SHARE AUDIENCE %	21	21 *		20 *											20	
AVG. AUD. BY 1/4 HR %	6.3	6.1	6.1	6.0											8.8	8.9
NBC TV	←SANTA BARBARA→														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)	3,920 4.4	4.3 *		4.6 *											7,730 8.7	
SHARE AUDIENCE %	15	15 *		15 *											19	
AVG. AUD. BY 1/4 HR %	4.3	4.3	4.5	4.7											8.7	8.7
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	7.3		7.6		7.8		8.4		9.4		10.4		12.6		13.4	
SHARE AUDIENCE %	25		25		25		25		26		27		28		29	
SUPERSTATIONS																
AVERAGE AUDIENCE	2.0		2.1		2.2		2.5		2.5		2.5		2.9		3.1	
SHARE AUDIENCE %	7		7		7		7		7		7		6		7	
PBS																
AVERAGE AUDIENCE	0.7		0.9		0.8		0.9		0.8		0.8		1.0		1.0	
SHARE AUDIENCE %	2		3		3		3		2		2		2		2	
CABLE ORIG.																
AVERAGE AUDIENCE	3.7		3.9		4.2		4.2		4.2		4.7		4.7		5.0	
SHARE AUDIENCE %	13		13		13		13		12		12		10		11	
PAY SERVICES																
AVERAGE AUDIENCE	1.3		1.3		1.1		1.2		1.3		1.2		1.7		1.8	
SHARE AUDIENCE %	4		4		4		4		4		3		4		4	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUL.30, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.3	7.0	8.3	9.4	10.7	12.4	14.4	15.6	17.0	18.6	20.3	21.6	23.0	24.0	24.5	25.0	25.5	25.6
ABC TV					LITTLE WIZARDS		ALL NEW POUND PUPPIES		MY PET MONSTER		FLINTSTONE KIDS		REAL GHOSTBUSTERS I		REAL GHOSTBUSTERS II		BUGS BUNNY/TWEETY SHOW I	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,150 1.3		1,860 2.1		2,480 2.8		3,010 3.4		3,720 4.2		4,080 4.6		4,250 4.8	
SHARE AUDIENCE %					11		14		16		16		18		19		19	
AVG. AUD. BY 1/4 HR %					1.1	1.5	1.9	2.3	2.6	3.0	3.2	3.5	4.0	4.3	4.7	4.6	4.5	5.0
CBS TV					HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,420 1.6		2,130 2.4		2,660 3.0		3,370 3.8		3,990 4.5		2,840 3.2		2,750 3.1	
SHARE AUDIENCE %					14		16		17		18		19		13		12	
AVG. AUD. BY 1/4 HR %					1.4	1.8	2.2	2.6	2.9	3.0	3.5	4.1	4.5	4.5	3.3	3.1	3.2	3.1
NBC TV					GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		ALF-SAT MORN (PAE)		ALVIN AND THE CHIPMUNKS		FRAGGLE ROCK	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,950 2.2		2,570 2.9		3,280 3.7		3,990 4.5		3,990 4.5		4,340 4.9		3,900 4.4	
SHARE AUDIENCE %					19		19		21		21		19		20		17	
AVG. AUD. BY 1/4 HR %					1.9	2.4	2.7	3.1	3.5	3.9	4.5	4.6	4.5	4.4	4.6	5.1	4.5	4.3
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.9		2.4		2.7		3.3		3.6		4.3		4.7		5.6		6.3	
SHARE AUDIENCE %	28		27		23		22		20		20		20		23		25	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.7	^	1.0		1.1		1.4		1.3		1.2		1.0		1.3		1.8	
SHARE AUDIENCE %	10	^	11		10		9		7		6		4		5		7	
PBS																		
AVERAGE AUDIENCE	0.1	v	0.1	v	0.5	^	0.8		0.8		0.9		0.8		1.1		1.3	
SHARE AUDIENCE %	1	v	1	v	4	^	5		4		4		3		4		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.4		1.6		2.2		2.2		2.6		3.1		3.8		4.2		4.1	
SHARE AUDIENCE %	21		18		19		15		15		15		16		17		16	
PAY SERVICES																		
AVERAGE AUDIENCE	0.9		1.0		1.1		1.4		1.8		1.9		2.0		1.8		1.8	
SHARE AUDIENCE %	13		11		10		9		10		9		9		7		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUL.30, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.2	25.6	26.0	26.6	27.0	27.4	26.7	26.8	27.3	28.3	28.6	28.4	28.1	28.4	28.0	28.4	29.2	30.1
ABC TV	BUGS BUNNY/TWEETY SHOW II		ANIMAL CRACK-UPS		HEALTH SHOW		(1)						← AFC-NFC HALL OF FAME GAME LOS ANGELES VS CINCINNATI (2:30-5:26) →					
AVERAGE AUDIENCE (Hhlds (000) & %)	4,610		3,370		1,510		1,510						4,250					
	5.2		3.8		1.7		1.7						4.8	4.1 *		4.7 *		4.6 *
SHARE AUDIENCE %	20		14		6		6						16	14 *		17 *		15 *
AVG. AUD. BY 1/4 HR %	5.2	5.2	3.8	3.9	1.8	1.7	1.7	1.7					3.9	4.3	4.5	4.8	4.8	4.4
CBS TV	DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL								← BUICK OPEN-SAT (2:30-4:30) →					
AVERAGE AUDIENCE (Hhlds (000) & %)	2,840		2,570		2,920								2,130					
	3.2		2.9		3.3								2.4	2.0 *		2.4 *		2.7 *
SHARE AUDIENCE %	13		11		12								8	7 *		8 *		9 *
AVG. AUD. BY 1/4 HR %	3.0	3.3	2.9	3.0	3.2	3.3							1.9	2.0	2.2	2.5	2.7	2.7
NBC TV	NEW ARCHIES		FOOFUR (PAE)		I'M TELLING										(2)		(3)	
AVERAGE AUDIENCE (Hhlds (000) & %)	3,190		2,570		2,390										3,280	4,430		
	3.6		2.9		2.7										3.7	5.0		4.4 *
SHARE AUDIENCE %	14		11		10										13	16		15 *
AVG. AUD. BY 1/4 HR %	3.8	3.4	2.9	3.0	2.6	2.7									3.8	3.5	4.2	4.7
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	6.9		6.7		7.7		8.3		9.1		9.7		9.7		9.1		9.9	
SHARE AUDIENCE %	27		25		28		31		33		34		34		32		33	
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.0		1.6		1.9		2.0		2.2		2.4		2.3		2.0		2.4	
SHARE AUDIENCE %	8		6		7		7		8		8		8		7		8	
PBS																		
AVERAGE AUDIENCE	1.0		1.1		1.4		1.8		1.9		1.9		1.8		1.7		1.4	
SHARE AUDIENCE %	4		4		5		7		7		7		6		6		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	3.7		4.5		4.8		4.9		5.5		5.7		5.7		6.0		6.0	
SHARE AUDIENCE %	15		17		18		18		20		20		20		21		20	
PAY SERVICES																		
AVERAGE AUDIENCE	2.0		2.2		2.1		2.6		2.7		2.5		2.2		2.0		2.3	
SHARE AUDIENCE %	8		8		8		10		10		9		8		7		8	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS,READ BETWEEN THE LINES, PT.1,ABC,(1:00-1:30),(R)
(2) NBC MAJOR LEAGUE PRE GAME,(PAE),NBC,(MULTI SEGMENT)
(3) NBC MAJOR LEAGUE BASEBALL,NY YANKEES VS TORONTO,HOUSTON VS LOS ANGELES,(PAE),NBC,(MULTI SEGMENT)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUL.30, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	30.2	30.6	31.2	31.9	32.0	32.3	32.0	32.6	34.3	35.3	35.1	35.9
ABC TV	AFC-NFC HALL OF FAME GAME LOS ANGELES VS CINCINNATI (2:30-5:26) →										ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Hhlds (000) & %)		4.9 *		5.3 *		5.2 *					4,610 5.2	
SHARE AUDIENCE %		16 *		17 *		16 *					14	
AVG. AUD. BY 1/4 HR %	4.6	5.1	5.3	5.3	5.4	4.9					5.2	5.3
CBS TV	BUICK OPEN SAT (2:30-4:30)		← CBS SPORTS SATURDAY → BUDWEISER BOXING AMERICAN CUP GYMNASTICS								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Hhlds (000) & %)		2.5 *	2,750 3.1	2.7 *		3.1 *		3.5 *			4,960 5.6	
SHARE AUDIENCE %		8 *	10	9 *		10 *		11 *			15	
AVG. AUD. BY 1/4 HR %	2.8	2.2	2.4	3.1	3.0	3.3	3.3	3.7			5.5	5.7
NBC TV	← NBC MAJOR LEAGUE BASEBALL → NEW YORK YANKEES VS TORONTO HOUSTON VS LOS ANGELES (MULTI SEGMENT)(PAE)											(1)
AVERAGE AUDIENCE (Hhlds (000) & %)		5.0 *		5.4 *		5.4 *		5.4 *		5.1 *	3,190 3.6	
SHARE AUDIENCE %		16 *		17 *		17 *		17 *		15 *	10	
AVG. AUD. BY 1/4 HR %	4.9	5.0	5.4	5.4	5.4	5.5	5.4	5.4	5.4	4.8	3.4	3.7
INDEPENDENTS (INCL. SUPERSTATIONS)												
AVERAGE AUDIENCE	10.0		9.9		10.0		10.7		10.2		11.0	
SHARE AUDIENCE %	33		31		31		33		29		31	
SUPERSTATIONS												
AVERAGE AUDIENCE	2.3		2.4		2.2		2.4		2.6		2.8	
SHARE AUDIENCE %	8		8		7		7		7		8	
PBS												
AVERAGE AUDIENCE	1.5		1.5		1.6		2.0		1.8		1.8	
SHARE AUDIENCE %	5		5		5		6		5		5	
CABLE ORIG.												
AVERAGE AUDIENCE	5.6		6.1		6.7		6.8		6.8		6.5	
SHARE AUDIENCE %	18		19		21		21		20		18	
PAY SERVICES												
AVERAGE AUDIENCE	2.4		2.5		2.4		2.2		2.5		2.3	
SHARE AUDIENCE %	8		8		7		7		7		6	

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC NIGHTLY NEWS-SAT.,(PAE),NBC,(6:39-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUL.31, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.3	6.0	7.0	8.0	9.8	11.5	12.9	14.6	16.6	18.4	20.5	21.6	22.1	23.5	23.6	24.6	25.2	25.8
ABC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		
CBS TV					FOR OUR TIMES (SUS)				←SUNDAY MORNING→						FACE THE NATION			
AVERAGE AUDIENCE (Hhlds (000) & %)									3,100 3.5	2.8 *		3.9 *		4.0 *	2,130 2.4			
SHARE AUDIENCE %									17	15 *		18 *		17 *	10			
AVG. AUD. BY 1/4 HR %									2.5	3.0	3.9	3.9	3.9	4.0	2.5	2.2		
NBC TV					←SUNDAY TODAY→						MEET THE PRESS							
AVERAGE AUDIENCE (Hhlds (000) & %)					1,770 2.0	1.7 *		2.3 *		2.1 *	2,040 2.3							
SHARE AUDIENCE %					13	15 *		16 *		11 *	11							
AVG. AUD. BY 1/4 HR %					1.6	1.8	2.2	2.3	2.1	2.0	2.2	2.5						
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.6		2.2		3.2		4.4		5.4		6.6		7.0		8.0		8.9	
SHARE AUDIENCE %	29		29		30		32		31		31		31		33		35	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.4 ^		0.8		1.1		1.5		1.8		2.1		2.3		2.6		2.8	
SHARE AUDIENCE %	7 ^		11		10		11		10		10		10		11		11	
PBS																		
AVERAGE AUDIENCE	0.1 v		0.3 ^		0.7 ^		1.0		1.3		1.3		1.2		1.2		1.2	
SHARE AUDIENCE %	2 v		4 ^		7 ^		7		7		6		5		5		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.4		2.0		2.5		3.0		3.3		3.6		4.5		5.1		5.4	
SHARE AUDIENCE %	25		27		24		22		19		17		20		21		21	
PAY SERVICES																		
AVERAGE AUDIENCE	0.7 ^		0.9		1.4		1.9		2.4		3.0		2.8		2.9		3.0	
SHARE AUDIENCE %	13 ^		12		13		14		14		14		12		12		12	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUL.31, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.9	27.7	28.2	28.7	28.8	29.6	29.2	30.9	32.0	32.6	32.8	33.7	34.3	34.6	34.6	34.7	35.0	35.4
ABC TV	←THIS WEEK-DAVID BRINKLEY				→BUSINESS WORLD												ABC SCHLITZ PRO BOXING (3:30-5:00)	
AVERAGE AUDIENCE (Hhlds (000) & %)	3,010 3.4	3.2 *		3.6 *	1,150 1.3												2,660 3.0	2.6 *
SHARE AUDIENCE %	12	11 *		12 *	5												8	7 *
AVG. AUD. BY 1/4 HR %	3.1	3.3	3.6	3.6	1.2	1.3											2.4	2.8
CBS TV							← TALLADEGA 500-DIEHARD (1:00-4:33)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)							3,280 3.7	2.7 *		3.4 *		3.7 *		4.0 *		4.1 *		3.8 *
SHARE AUDIENCE %							11	9 *		11 *		11 *		12 *		12 *		11 *
AVG. AUD. BY 1/4 HR %							2.4	3.0	3.3	3.5	3.7	3.7	3.9	4.1	4.1	4.0	3.9	3.8
NBC TV							← NFL PRE SEASON FTBL-NBC SAN FRANCISCO VS MIAMI (1:00-4:24)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)							6,650 7.5	6.0 *		7.6 *		7.9 *		7.3 *		7.8 *		7.8 *
SHARE AUDIENCE %							22	20 *		24 *		24 *		21 *		22 *		22 *
AVG. AUD. BY 1/4 HR %							5.4	6.7	7.6	7.6	7.8	8.0	7.6	6.9	7.7	7.8	8.0	7.6
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	9.7		10.8		10.2		9.5		10.4		11.2		11.9		12.0		13.0	
SHARE AUDIENCE %	36		38		35		32		32		34		34		35		37	
SUPERSTATIONS																		
AVERAGE AUDIENCE	3.1		3.6		2.8		2.7		3.1		3.7		4.1		3.5		3.5	
SHARE AUDIENCE %	11		13		10		9		10		11		12		10		10	
PBS																		
AVERAGE AUDIENCE	1.4		1.2		1.4		1.1		1.2		1.3		1.4		1.2		1.3	
SHARE AUDIENCE %	5		4		5		4		4		4		4		3		4	
CABLE ORIG.																		
AVERAGE AUDIENCE	5.4		5.3		6.0		6.1		5.8		5.2		5.6		5.6		5.5	
SHARE AUDIENCE %	20		19		21		20		18		16		16		16		16	
PAY SERVICES																		
AVERAGE AUDIENCE	3.0		2.7		2.6		2.4		1.9		1.9		2.3		2.2		2.2	
SHARE AUDIENCE %	11		9		9		8		6		6		7		6		6	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUL.31, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	35.8	36.1	35.3	35.4	35.6	35.8	36.5	37.3	38.2	39.1	39.7	40.6
ABC TV	ABC SCHLITZ PRO BOXING (3:30-5:00)				<— INTERNATIONAL RACE CHAMP. —>						ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,660						4,780	
		3.0 *		3.4 *	3.0	2.7 *		3.4 *			5.4	
SHARE AUDIENCE %		8 *		9 *	8	8 *		9 *			13	
AVG. AUD. BY 1/4 HR %	2.9	3.2	3.6	3.3	2.6	2.9	3.2	3.5			5.3	5.6
CBS TV	TALLADEGA 500 DIEHARD (1:00-4:33)(PAE)		<— BUICK OPEN-SUN (4:33-6:00)(PAE) —>						CBS EVENING NEWS-SUNDAY			
AVERAGE AUDIENCE (Hhlds (000) & %)			4,080						5,050			
		4.4 *	4.6	4.5 *		4.9 *		4.5 *	5.7			
SHARE AUDIENCE %		12 *	13	13 *		14 *		12 *	14			
AVG. AUD. BY 1/4 HR %	4.0	4.7	4.3	4.6	4.8	5.1	5.1	4.0	5.4	6.1		
NBC TV	(1)	<— SPORTSWORLD (4:24-6:00)(PAE) —>									NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)		5,400									5,230	
		6.1		6.5 *		5.7 *		6.0 *			5.9	
SHARE AUDIENCE %		17		18 *		16 *		16 *			14	
AVG. AUD. BY 1/4 HR %	8.4	6.0	6.3	6.7	6.2	5.2	5.8	6.2			5.9	5.9
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.0		11.7		12.5		12.9		12.3		12.7	
SHARE AUDIENCE %	33		33		35		35		32		32	
SUPERSTATIONS AVERAGE AUDIENCE	2.5		2.3		3.1		3.0		2.4		2.7	
SHARE AUDIENCE %	7		6		9		8		6		7	
PBS AVERAGE AUDIENCE	1.3		1.6		1.3		1.5		1.3		1.4	
SHARE AUDIENCE %	4		5		4		4		3		3	
CABLE ORIG. AVERAGE AUDIENCE	6.0		6.1		6.4		6.6		6.3		5.7	
SHARE AUDIENCE %	17		17		18		18		16		14	
PAY SERVICES AVERAGE AUDIENCE	2.5		3.1		3.5		3.3		3.2		3.1	
SHARE AUDIENCE %	7		9		10		9		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

(1) NFL PRE SEASON FTBL-NBC,SAN FRANCISCO VS MIAMI,(PAE),NBC,(1:00-4:24),(S)

For explanation of symbols, See page B.